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THE NATIONAL NEWSPAPER OF MARKETING

TV Probe Set by House Small Business Unit

Former Adman, Station Exec Heading Unit Is Familiar with Past Probes

WASHINGTON, March 25—Congressional concern with network domination of television broke out in a new area this week as the House small business committee revealed plans for an investigation to determine whether adequate programs and time periods are available for smaller regional and local advertisers.

A five-man subcommittee has been designated to handle the investigation, under the chairmanship of Rep. Charles H. Brown (D., Mo.).

While the committee's announcement did not pinpoint the practices which the subcommittee will examine, Rep. Brown confirmed

(Continued on Page 102)

Allis-Chalmers Names KVPD as Compton Resigns

MILWAUKEE, March 24—Allis-Chalmers Mfg. Co. today named Klau-Van Pietersom-Dunlap to handle advertising for its Industries Group. The appointment, which becomes effective July 1, followed the resignation of the $800,000 account by Compton Advertising.

One Compton executive told AA that the agency resigned the account because it was losing money on handling Allis-Chalmers. "We just couldn't get adequate compensations to pay for increased services," he said.

"We also were unable to accept any new business in the Milwaukee area because products of prospective clients conflicted in one way or another with the wide range of products made by Allis-Chalmers."

■ Allis-Chalmers was the only account in Compton's local office. The company said it had been told by Compton that the agency would close its local office by the end of June. However, a Compton executive in Chicago denied that final plans had been made on the fate of the Milwaukee operation. He added that the local Compton staff currently was engaged in soliciting new business.

Compton had the account for 16 years. It followed the late Frank Griffin into Compton when he joined the agency after the breakup of the old J. Stirling Getchell agency.

The appointment of Klau-Van Pietersom-Dunlap does not affect the status of Bert S. Gittins Advertising, which will continue to handle Allis-Chalmers institutional and tractor and farm equipment advertising. #

COPY TEEM—*Pepsi-Cola Co. will use posters like this to promote Teem, its new lime-lemon drink (see story on Page 3).*

FCC Okays Three-Year Pay TV Test, Limits Each System to One Market

Compromise Contains Adequate Safeguards, Rep. Harris Concedes

WASHINGTON, March 25—The legislative sword which had been dangling over the heads of subscription tv promoters was suddenly removed today under an arrangement which will enable public tests to go ahead if backers are willing.

The conditions for the test, spelled out by the Federal Communications Commission and accepted by pay-tv foes in Congress, limit each pay tv system to a single market. Promoters are not permitted to sell any equipment to the public, but they get three years in which to recoup their investment through the sale of programs, and to test their theories in the open market.

Since early last year, the House committee on interstate and foreign commerce, led by Rep. Oren Harris (D., Ark.), has been threatening to introduce legislation banning all pay tv, including closed circuit systems.

■ With Congress threatening to act, FCC suspended the plan it announced 18 months ago for a large-scale public test of pay tv systems, and last year it announced that no further action on pay tv would be taken until Congress makes up its mind.

The breakthrough came this week after FCC issued a somewhat scaled down plan for the public test. Shortly afterwards Rep. Harris announced that his committee voted by 11-10 that FCC's new plan provides a sufficient number of safeguards so that there is no likelihood permanent pay tv could result without FCC and Congress having ample opportunity to examine the result of the tests.

The compromise plan differs from the approach outlined by FCC in October, 1957, in these respects:

• Where the original plan allowed each proposed system to experi-

(Continued on Page 102)

P. O. Machines to Ban Outsize Mail —but Not Till '61

Rule Set for July 1 Barring Undersize Mail Won't Be Put into Effect

WASHINGTON, March 25—Mail users got two years' notice today that the introduction of post office automation is going to result in some drastic curtailment of their freedom to use novel sizes and shapes for mailing pieces.

In a report on its investigation of length and width problems for first and third class mail, the Post Office Department told Congress that efficient use of new mail handling equipment will require the elimination of many odd-size mailers and a rate premium on "flats" which cannot go through the regular machines.

There was one immediate benefit for mailers as a result of the study. Because the department is convinced that a comprehensive revision of size regulations will be necessary in the near future, it has decided to postpone a rule which was to have been effective July 1, banning any domestic mail less than 2¾x4" in size.

■ The report on the size studies was submitted by Deputy Postmaster General Edson O. Sessions in compliance with legislation

(Continued on Page 99)

Rivals Hold Noses at Tidewater No-Smog Ad

Pollution Expert Backs Claim; It's Just Summer Formula, Says Competition

LOS ANGELES, March 26—Despite the outraged cries of competition there appears little doubt the recent announcement of an anti-smog gasoline by Tidewater Oil Co. (AA, March 16) will have a long-range effect on gasoline marketing in this area.

When Tidewater held a well publicized press conference March 12 to launch its new gasoline, immediate reaction in this smog-conscious city was unprecedented in terms of a commercial product. Newscasters and newspapers gave the announcement full coverage.

There was skepticism in some quarters, due mainly to other oil companies, that the new gasoline was nothing more than the traditional summer gas which evaporates less than those used in winter. This type of gas is primarily used to reduce the possibility of vapor locks in warm weather and the other companies said that this summer as usual their gas would reach the same or lower levels of evaporation.

■ Tidewater made these three claims for its new gas as an aid to reducing smog: It burns clean, it evaporates less, and it has a lower olefinic content.

Olefins are accredited as being a major source of the eye irritant qualities of smog. Most skepticism was resolved last week when Smith Griswold, head of the air pollution control district, came up with his findings from tests of the gas.

He reported that Tidewater's new gas contains approximately 40% less olefin content than the premium gas it sold last November, and that Tidewater's current 15% olefin content by weight is

(Continued on Page 102)

Cluett, Peabody Back in Net TV for Arrow Push

NEW YORK, March 26—Cluett, Peabody & Co., one of the absentees from network tv during 1958, will return to the medium this fall as sponsor of one-quarter of the National Collegiate Athletic Assn. football schedule on NBC-TV.

In announcing the purchase, Russell Ziegler, ad manager, said plans for domestic advertising of Arrow shirts during the second half of this year call for record expenditures.

The budget for tv, plus an expanded magazine campaign, is expected to be about $1,500,000. Lennen & Newell is the agency.

■ Mr. Ziegler said he chose football to reach the "most youthful, alert and fashion-conscious segment of our market." All categories of Arrow merchandise will be featured in the tv commercials.

The magazine schedule will include color pages in *Holiday, Life, The New Yorker, The Saturday Evening Post* and *Sports Illustrated.* #

Merger-Formed Adams & Keyes to Bill $16,000,000

Both B.D. Adams Shop, St. Georges & Keyes Opened Same Day in '39

NEW YORK, March 27—Burke Dowling Adams Inc. and St. Georges & Keyes—two agencies which began their respective operations on the same day, Dec. 1, 1939—have merged, forming Adams & Keyes (AA, March 23).

The new agency, one of the rare examples of a merger resulting in a shortened name, will have offices in New York, Atlanta, Chicago and Los Angeles; will employ more than 150 persons and will

Stanley Keyes

B. D. Adams

bill in excess of $16,000,000 annually.

The Atlanta office, which has just moved into its new building at Peachtree Rd. and 25th St., will continue to operate under the

(Continued on Page 102)

Last Minute News Flashes

Winter Seal Corp. Moves to Doner Agency

DETROIT, March 27—W. B. Doner & Co. has been named to handle the advertising of Winter Seal Corp., major manufacturer of aluminum extrusions, prime windows, storms, screens and sliding doors. Howell & Young Advertising, Royal Oak, Mich., is the previous agency.

Bymart-Tintair Returns to Kastor, Hilton

NEW YORK, March 27—Bymart-Tintair returns to Kastor, Hilton, Chesley, Clifford & Atherton, effective April 1, after an absence of two years, during which it was handled by Product Services Inc.

Edwards Named Westclox Ad Manager

LA SALLE, ILL., March 27—R. P. Edwards, formerly ad manager of the Anderson Co., Gary, Ind., has been appointed manager of advertising and sales promotion of the Westclox division of General Time Corp.

American Airlines Expects to Name Agency Soon

NEW YORK, March 27—American Airlines said today it still has not decided on a replacement for Lennen & Newell, but expects to make a decision by April 3. Young & Rubicam, Compton Advertising, Benton & Bowles and Ted Bates & Co. are among the agencies which have been seen, but John Brady, advertising director of the airline, said American has not narrowed the selection to any final group (*see story on Page 63*).

(Additional News Flashes on Page 103)

Image-Building Drive Set for Esquire Polish

Acquisition by Revlon Seen as Possible Cause of Shift from Hard Sell

NEW YORK, March 27—Knomark Inc. has scrapped the traditional hard sell in advertising Esquire shoe polish in favor of a $1,000,000 "image-building" campaign using the theme, "Man in command."

Billed as the largest single campaign in Esquire's history, the drive will include color pages in spring issues of *Life* and *Look*, plus a spot tv schedule of 540 announcements weekly in 36 leading markets.

The kick-off ad, a color page in the April 27 issue of *Life*, shows a uniformed Pan American World Airways pilot (the man in command) posed in a paneled library and sporting a pair of gleaming black shoes. ("Precise—poised—polished—right down to his Esquire shine," says the caption.) Knomark will use the pilot and the Pan Am tie-in in its spot schedule also, the company said.

COMMANDING—*Knomark Inc., maker of Esquire shoe polish, is using this color page in the April 27 issue of Life to kick off a new "Man in command" campaign for the product.*

■ In eschewing the usual product hard sell, Knomark is setting a precedent in shoe care advertising by using the big-picture, short copy block technique. Part of this can be attributed to Revlon Inc., which uses this kind of advertising for its cosmetics and toiletries products. The company purchased Knomark late last year (AA, Jan. 13), and the spring drive is the first under Revlon's egis.

In addition to the Esquire promotion, Knomark has set color ads for Lano-Wax and Lanol-White, other shoe care products, in *Redbook* and *True Story*. B&w ads are scheduled for *Good Housekeeping* and *Parents' Magazine*.

Mogul, Lewin, Williams & Saylor is the agency. #

Bozell & Jacobs Names Hudson Meyer, Mark Martin

Hudson F. Meyer, formerly exec vp of Caples Co., New York, and Mark Martin Jr., previously exec vp of Caples in Chicago, have joined Bozell & Jacobs as vps and members of the national plans board. Mr. Meyer will be with the New York office, Mr. Martin with the Chicago office.

Kurtzman Joins Max Factor

Max Factor & Co., Hollywood, has appointed Allan H. Kurtzman to the post of assistant director of U. S. merchandising.

Hanes Gets Glimpse of Undie World via NBC Sleuths Abroad

PHILADELPHIA, March 25—P. H. Hanes Knitting Co., joining with N. W. Ayer & Son, its agency of 49 years, now has the last word on the underwear-wearing habits of the males of Egypt, Japan and Russia. It has decided that nothing will change those habits.

The facts stem from research initiated by Ayer and aided by NBC-Radio, from which Hanes has purchased a series of five-minute announcements featuring Bob & Ray on "Monitor" next fall.

Ayer asked the network if three of its foreign correspondents could send in radio reports about male underwear to a Hanes sales meeting at Winston-Salem, N.C.

■ The network and its correspondents obliged:

• Wells Hangen reported from Cairo that wearing long underwear by the Moslem faithful is forbidden on religious grounds. They wear linen or cotton drawers, and the working man makes a single pair last several years. It takes one week's work by a peasant to buy the briefs.

• Cecil Brown says the Japanese man always wears two suits of underwear at once, but that there are different weights for spring, summer and winter. Prices for a pair range from $3 for the summer variety to $75 for the cashmere winter type—worn by business men and politicians. Brand names are important in Japan, where competition is stiff.

• Irving R. Levine, reporting from Moscow, points out that there is only one manufacturer of underwear in Russia—the government. All underwear is utilitarian and unattractive; long woolies a big favorite.

A summer undershirt sells for $3.50, shorts about $7. T-shirts are very popular among Russian men, with favorite colors ranging from peacock blue to orchid. Also, it is proper for a Soviet gentleman to swim in his underwear.

But, there is no advertising of underwear or brands in that country. Both Hanes and Ayer take a poor view of that. #

Simmons-Boardman in L. A.

Simmons-Boardman Publishing Corp., publisher of *American Builder, Marine Engineering/Log, Railway Age* and four other trade publications, has opened a West Coast office at 1336 Wilshire Blvd., Los Angeles. Heading the office is Bayne A. Sparks, a vp who has been field sales manager of *American Builder* out of the New York office. Conaway-Klaner-Volger, West Coast publishers' representative, will no longer represent Simmons-Boardman.

NEW FROM SCOTT—*This four-color ad will introduce Scott Paper Co.'s single-ply napkins in Sunday supplements in 24 markets April 19. J. Walter Thompson Co. is the agency.*

SWEEPING CAMPAIGN—*Colgate-Palmolive is promoting its line of household products with a Swiss Stakes contest described in this spread appearing in the April 12 Life and May 12 Look. Prizes include 30 one-month vacations in Switzerland. The 15 first-prize winners get a $1,000 bonus as well as a one-month trip for two.*

Key Related-Foods Push to Retailer's Profit, Not Consumer Use, King Urges

Admen Are Naive if They Forget Grocer's Interest, Editor Advises POPAI

CHICAGO, March 25—"Related items enthusiasts on Madison Ave. and in other advertising bastions" were flayed for naivete about food store economics and pricing practices in a talk today by a food trade paper editor.

LeRoy M. King, editor of *Food Topics*, said that admen—in agencies particularly—tend to think of items that are related only in terms of consumer use. This may or may not be good for the retailer, he said. The only relation that interests retailers, he emphasized, is the tying in of low mark-up items with high mark-up ones.

"The test of a related items promotion," he added, "is this question: How is it related to the cash register business?"

■ Speaking at the 13th annual meeting of the Point-of-Purchase Advertising Institute, Mr. King gave a detailed analysis of food store operations to underscore the financial predicament the food retailer is in, between meeting competition and making some sort of profit.

This financial picture should be fully understood by admen preparing in-store promotions, Mr. King said, because it is against this imposing backdrop that retailers view in-store promotion plans.

Tying in items on the basis of mark-up balance rather than consumer use does mean, he acknowledged, that a use relationship will be either obscure or non-existent. But experience has proved, he said, that this doesn't affect the sales results achieved.

The most effective way to sell

(*Continued on Page* 101)

Campaign Set to Push Scott's New Family Napkins

CHESTER, PA., March 25—Scott Paper Co. will begin its first national advertising on a new napkin, Scott Family napkins, April 9.

Commercials will begin that day on four daytime tv shows seen on CBS-TV each Thursday. On April 19, four-color ads begin in 24 Sunday supplements in the Metro Group. In 28 other newspapers, two-color r.o.p. units will be used.

On April 27 the new product will begin regular exposure on "Father Knows Best" (CBS-TV).

The single-ply Family napkins were introduced in limited markets in September, 1957, and by the first of this year they were being distributed on the West Coast, New England, upper New York, eastern Pennsylvania, Baltimore, District of Columbia, Miami and Phoenix. Full national distribution will be attained during the next few months, Scott said.

■ Thomas B. McCabe Jr., director of advertising at Scott, said the campaign, which will run for the remainder of the year, will stress "cloth-like softness and beauty of texture never before possible in a popular-price napkin."

J. Walter Thompson Co. is the agency.

California Frozen Food Group Sets Month-Long Drive

LOS ANGELES, March 25—May will be observed as Frozen Food Month in this area with the Frozen Food Council of Southern California giving it publicity support and asking its members and market chains to use tie-in advertising.

The council, consisting of some 70 members which manufacture or distribute frozen foods, has retained Curtis Advertising to handle the campaign, as it did last year, but it will do no advertising as an organization.

In 1958, the promotion ran for a week, as part of National Frozen Food Week. This year there will not be a national promotion. The extension of the promotion to one month in Southern California followed a meeting recently with representatives of food chains, who reported that one week does not allow sufficient time to get campaign momentum.

■ Publicity started with the selection of a Miss Frozen Foods, who will be used for newspaper, television and radio publicity, and personal appearances. Other publicity is planned through the home economics editors of metropolitan newspapers.

All members of the council are being asked to support the promotion by increasing their advertising during May. In addition, one-, two-, and three-column mat headers are being made available to food markets. The mats are headlined "Frozen Food Month," and carry the council's symbol, with the copy line, "Symbol of health and nutrition." #

Newhouse Enters Magazine Field in Conde Nast Buy

$5,000,000 Purchase Adds Magazines to Newspaper-Station Setup

NEW YORK, March 24—S. I. Newhouse, who parlayed control of a neighborhood paper into a coast-to-coast newspaper and broadcasting empire, has entered the magazine business by acquiring near-control of Conde Nast Publications.

Nast, which in an earnings statement last September showed a $225,000 net loss on sales of $20,055,000, is publisher of *Vogue, Glamour, House & Garden, Bride's Magazine, Vogue Patterns, Brides* (in Great Britain) and *Jeune Mariee* (in France).

Mr. Newhouse told ADVERTISING AGE today that after a "short" period of negotiation, he and his wife exercised an option relinquished

(*Continued on Page* 64)

Folger Enters Chicago Market in Teaser Drive

$500,000 4-Media Bow Will Be Followed by Big Coupon Promotion

CHICAGO, March 24—J. A. Folger & Co., Kansas City, is pouring mountains of advertising dollars into the Chicago market to acquaint the local citizenry with its "mountain grown" coffee.

Folger's teaser campaign (AA, March 16) has been a pervasive one. A Chicagoan who has failed to hear or see a Folger ad since March 9 would have to be deaf and blind. The coffee marketer has been saturating the town with newspaper ads, radio and tv spots, a big outdoor showing and bus posters.

FOLGER'S MOUNTAIN—*J. A. Folger & Co., Kansas City, will terminate a three-week teaser campaign in Chicago with this page ad in the March 31 editions of the Chicago Tribune and Chicago Daily News.*

Competitors have estimated that Folger will spend at least $500,000 during its introductory campaign. The campaign is believed to be the largest introductory ad campaign put on by any coffee company in a single market.

Donald Atha, a member of Fol-

(*Continued on Page* 104)

Standen, Bolas 1st VPs in History of Tatham-Laird

13-Year Precedent Ends; Agency Seeking Annual Billings Gain of 15%

CHICAGO, March 24—Tatham-Laird is one agency which firmly believes that a title is a precious and meaningful thing, not—as the gagsters have it—a substitute for a raise.

In an agency world where vp titles are as plentiful as confetti at a parade, Tatham-Laird has never had a vp. Since the agency was founded, on Feb. 1, 1946, Arthur Tatham has served as board chairman and Kenneth Laird as president.

Today, the agency shattered a 13-year precedent by awarding the title of vp to George Bolas and Charles R. Standen.

■ Messrs. Bolas and Standen will earn their promotions to top management. Mr. Bolas, media director of the agency, will continue with these activities, and also will become deputy chairman of the strategy planning staff and will oversee new business activities.

Mr. Standen, an account supervisor on some of T-L's top accounts, will concentrate his activi-

(Continued on Page 104)

Flav-R-Straw Shifts Restless Account to Rich, Bryan & Curtis

NEW YORK, March 27—Flav-R-Straws, an account which has sipped the services of several agencies since 1956, this week moved out of Newton Advertising after a month's stay to join a new agency here—Rich, Bryan & Curtis.

William (Bill) Rich, president of the new shop, at 50 E. 42nd St., resigned as exec vp of the Newton agency this month to open his own business. In addition to Flav-R-Straws, other accounts following Mr. Rich were Forst Packing Co. and H&M Packing Co., maker of a line of fruit juices.

■ Flav-R-Straws' move from Newton was the most recent step in a restless odyssey that has had the account dipping in and out of four agencies in less than three years.

In 1956 the company pulled out of its first agency, Dowd, Redfield & Johnstone, and went to Ruthrauff & Ryan. About a year later, it dropped that agency (then Erwin Wasey, Ruthrauff & Ryan) and advertised directly. Then, in June, '58, it moved to Jere Bayard Advertising, in Los Angeles, but later assigned the major portion of the account to Kastor, Hilton, Chesley, Clifford & Atherton. This agency lost the eastern states portion of the business to Newton four months later. Bayard continues to handle the account in 11 western states. #

BEEFED UP—*This four-color page scheduled for the Chicago Tribune April 1 will carry the aroma of the product. Similar scented ads will follow in seven other markets.*

Newest Aroma to Waft from Print Ad: Buddig's Smoky Beef

CHICAGO, March 25—Carl Buddig & Co. will spearhead the 1959 promotion of its smoked sliced beef with what it calls the first use of a scented ad for a meat product with a four-color page in the *Chicago Tribune* April 1.

To simulate the scent of sweet cured wood smoked meat, oil of cloves, oil of cassia and maple syrup were mixed in the ink for the blue color plate.

Similar ads will run at two-week intervals, beginning the third week in April, in the *Phoenix Gazette and Republic*, the *Washington Post & Times Herald*, *Minneapolis Star and Tribune*, *Los Angeles Times*, *Houston Chronicle*, *Toronto Telegram* and *Seattle Times*.

■ Buddig—which began an expansion program for the smoked beef, its only product, about a year ago, when the account moved to MacFarland, Aveyard & Co.—repackaged the product four months ago. The new package is a Flex-Vac vacuum sealed package designed by Dave Chapman.

During the past year the product has expanded distribution to 17 states and Canada and will move into New York and Boston in April. Ad budget for 1959 will exceed $200,000, more than five times that of a year ago.

Buddig also is planning to introduce two new products in about a month—a smoked sliced ham and corned beef.

In addition to the color scented newspaper ads, Buddig also is using tv, radio and b&w newspaper ads in 24 markets. Merritt R. C. Schoenfeld, MacFarland, Aveyard vp, developed the new campaign. #

'We Need a Showcase'...

Fox's Hazel Bishop Woes Raise Doubt About Sales Value of TV Barter Time

'Spot Market Tough to Buy When We Need Time,' Urban Tells AA Reporter

NEW YORK, March 25—Like Humpty-Dumpty and all the king's men, all the Matthew Fox barter business hasn't been able to put Hazel Bishop Inc. together again.

Hazel Bishop fell off its high-volume wall four years ago and has since been struggling to regain its perch in the turbulent cosmetics business. The annual statement issued this week showed the fourth consecutive year of deficit operations.

President Robert G. Urban acknowledged in an interview today that Hazel Bishop has a renewed interest in network television. "The spot market is a tough market to buy at the time when Hazel Bishop needs time. We need nighttime.

"No. 2. We need a showcase. It's as simple as that, plus the fact that major markets are so important to us," he said.

■ When the ailing cosmetics house was sold to Television Industries Inc. (then known as C&C Television Corp.), Matthew M. Fox, president of Television Industries and head of Skiatron of America Inc., commented that

(Continued on Page 86)

Hazel Bishop Report Finds Cosmetics Marketer in Red 4th Straight Year

NEW YORK, March 25—Hazel Bishop Inc. operated in the red for the fourth consecutive year during 1958.

The company annual report for the fiscal year ending Oct. 31, 1958, shows gross sales of $11,209,000 and a net loss of $352,744. In the previous year, sales were reported at $10,006,462 and net loss at $996,048.

The company's deficit, which was $1,742,494 at the beginning of the fiscal year, was $2,095,238 for the year ended Oct. 31. There was a tax-loss carry-forward of approximately $1,500,000.

Net sales for the year—after returns, allowances and cash discounts—were $9,226,512; the operating loss for the year before certain "special items" was $561,880.

■ In a letter to stockholders dated March 20, Robert G. Urban, president, writes that the cosmetics company "incurred extraordinary costs in connection with the cancelation of certain advertising and employment contracts, and in the adjustment of inventories."

Among the notes to the finan-

(Continued on Page 20)

Schlitz Attunes Beer Drive to 'Joy of Living'

Pop Record Ties in With Print, Broadcast Ads Featuring Stars

MILWAUKEE, March 24—A bright new song, "The Joy of Living," is setting the tone of the Jos. Schlitz Brewing Co.'s 1959 advertising program.

The program's theme, carried out in music, copy and artwork, is: "Know the real joy of good living."

Joseph M. McMahon Jr., Schlitz advertising director, said the 1959 program is a natural refinement of 1958's "Move up to quality . . . move up to Schlitz."

"So for 1959," he said, "we have added without subtracting. Retaining the accent on moving up to Schlitz quality, we have superimposed the motive for the move—the enjoyment of good living."

The combined theme of good living and quality is being presented in all media. The gay "Joy of Living" song dominates Schlitz radio and tv advertising, while in print media the enjoyment of good living and quality is expressed through outstanding nature photography, in addition to copy.

■ "The Joy of Living" was created for Schlitz by Phil Davis, one of the country's top commercial song writers.

It had its debut in January via the Schlitz "celebrity series" of radio commercials, which employs top name singers in all of the popular styles.

The "Joy of Living" series features Peggy Lee, Margaret Whiting, Vic Damone, Bob Crosby, Ferlin Husky, June Christy, Billy Eckstine, Jack Smith, Jamie Dina, Nelson Riddle, Jane Morgan and Erin O'Brien.

On television, Miss O'Brien stars in a special "Joy of Living" commercial series introduced in Feb-

GOOD LIVING—*This color page in April magazines typifies Schlitz' "joy of good living" treatment theme.*

ruary. It picks up the mood of the colorful and lively Schlitz magazine ads.

■ A new Capitol LP album, entitled "The Joy of Living," features that song and 11 other listening and dancing favorites arranged by Nelson Riddle. Schlitz and Capitol are carrying out a joint six-week promotion of the album, which has a jacket featuring the same outdoor snow scene used in Schlitz magazine ads in March. #

Le Roi Boosts Malsom: Koehler Replaces Heuser

Ralph B. Malsom, formerly a member of the sales promotion department of Westinghouse Air Brake Co.'s Le Roi air compressor and tool division in Milwaukee, has been promoted to sales promotion manager. He succeeds Glenn W. Graf, who has resigned to go into business for himself in southern California.

Meanwhile, Richard H. Koehler, former director of advertising and publicity on the staff of the president of Westinghouse Air Brake, has been named general sales manager of the Le Roi division. He succeeds Jack E. Heuser, who has resigned to join Worden & Risberg, Philadelphia management consultant.

Texas Adclubs Propose Council to Promote State

Fourteen advertising clubs in Texas have proposed to the state senate that a Texas Advertising Council be established to administer all funds used by various departments to promote Texas. The proposal counters a bill which would allow the state highway department to advertise to tourists and the industrial commission to advertise to attract industry.

Sen. George Parkhouse (Dallas) has offered a bill, backed by the adclubs, which would authorize the state to form an ad council composed of the heads of four state agencies—highway commission, industrial commission, game and fish commission and parks board. An experienced adman appointed by the governor would be executive director, serving without pay.

Schenley to Emphasize Bourbon, Use Women in Ads of All Brands: Stricker

Ad Exec Sees Peril in 'Over-Advertising,' Says New Outdoor Uses Ahead

NEW YORK, March 25—Schenley Industries is stepping up advertising of all its liquor brands. In 1959, the company "probably will invest more in measured media than it ever has," Sidney G. Stricker Jr., recently appointed director of advertising, told ADVERTISING AGE in an interview this week.

Mr. Stricker declined to give a specific figure, but he intimated that the company is spending between $16,000,000 and $17,000,000 in measured media. Of this, about 55% will be spent in newspapers, 25% in magazines, and 20% in outdoor.

Of Schenley's new house agency for its outdoor advertising, World Network (AA, Jan. 19), Mr. Stricker said that the company is not ready to release details of the setup.

"But the new outdoor operation," he said, "will open up new avenues never before explored in the medium. It is staffed by experienced personnel as well as by people with new ideas and ingenuity. I venture to say you will see some new developments never before tried on standardized panels as well as on some new experimental devices. But we're not ready to talk about it yet."

■ Mr. Stricker, however, was quite forthright about a number of other aspects of Schenley's advertising.

• No agency changes are being

(Continued on Page 101)

RAY J. MAUER, *vp of Geyer, Morey, Madden & Ballard, New York, has been named creative director, succeeding Wirt M. Mitchell, now creative plans board chairman.*

New Teem Emerges From Pepsi Huddle

NEW YORK, March 24—Pepsi-Cola Co. has named its new lemon-lime drink Teem and will introduce it in St. Joseph, Mo., early next month.

The company expects to have 50 bottlers distributing Teem before the end of the year. No national advertising is planned for 1959. Kenyon & Eckhardt, the Pepsi agency, is handling the new drink.

Teem is packaged in an emerald-green swirl bottle. It is being introduced first in 7 oz. bottles, to be followed by 10 oz., 12 oz. and 26 oz. sizes.

Pepsi said it has tested the new drink in 20 markets in the past two years. It was tested under the Duet name, but this had to be dropped after the company discovered that Swift & Co. was marketing a new margarine as Duet (AA, Feb. 23). #

Weiller Joins Thomson-Leeds

Peter J. Weiller has joined Thomson-Leeds Co., New York, manufacturer of point of sale advertising, as an account executive. Mr. Weiller formerly was on the sales staff of Einson-Freeman Co., Chicago.

Subway Card Cancer Quote 'Misleading,' Says Cancer Society

New York, March 27—The American Cancer Society yesterday criticized as "highly misleading" the current "Subway Reader" car cards used as a general interest feature by New York Subways Advertising Co. These cards carry this quotation: "The house of delegates of the American Medical Assn. has taken no definitive action on the possible connection between cancer and smoking."

Today's *New York Herald Tribune* quoted the cancer society as explaining, "Standing alone, the subway statement implies that the AMA has declined to take 'definitive action' on the question . . . because scientific evidence is lacking. Such an implication is groundless," the society declares.

■ The *Herald Tribune* reported a spokesman for the AMA as having said, "We concur completely with the criticism. The house of delegates of the AMA has never considered the issue, so could not have acted one way or the other."

Clifton Reed, a public relations executive at the cancer society, told ADVERTISING AGE today that the society has not issued a formal statement on the matter. It merely made an oral statement on the telephone to the newspaper when requested to express its opinion.

"Lots of people have called us about the car card," Mr. Reed said, "and we have been wondering what we should do about it." He said that he had confirmed at AMA that no statement, as carried by the car card, has ever been issued by the association.

■ The *Herald Tribune* reported that Mark Elsis, promotion manager of the subway advertising company, wrote the car card on the basis of a quote from a release by a public relations concern without having seen the article in the March issue of *Reader's Digest* on lung cancer, in which the quote was used as an editor's note.

■ New York Subways Advertising Co. was closed today (Good Friday), so Mr. Elsis could not be reached for comment. However, he told ADVERTISING AGE two weeks ago (AA, March 16), that the use of the car card has nothing to do with the *Reader's Digest* article. He said his company is on the mailing list of numerous associations which submit material of general interest regularly for possible use in the "subway reader."#

EWRR Names Two in L. A.

Robert H. Davis, market research supervisor in the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, has been promoted to account executive. He will work on Carnation's instant milk products. Rubye Mae Griffith, who has been on a year's leave of absence, has returned to EWRR's Los Angeles office as copy chief of the radio and tv department.

Highlights of This Week's Issue

Los Angeles city fathers praise Tidewater's new anti-smog gas, which contains fewer olefins; competition avers there is nothing new about it, that all gasoline companies reduce olefins in gas as summer comes to cut down on evaporation ..... Page 1

Cluett, Peabody returns to television, after being absent in 1958, with sponsorship of one-quarter of the National Collegiate Athletic Assn. football games this fall for Arrow shirts ..... Page 1

Mail handling machines to be installed by the Post Office will result in new bans on odd-sized shapes of mail, probably effective sometime in 1961 ..... Page 1

Knomark Inc. scraps the traditional hard sell in advertising Esquire shoe polish in favor of a $1,000,000 "image-building" campaign using the theme, "Man in command" ..... Page 2

NBC Radio's overseas correspondents report to P. H. Hanes Knitting Co. sales meeting on male's underwear wearing habits in Egypt, Japan and Russia ..... Page 2

J. A. Folger & Co. pours a mountain of advertising dollars into the Chicago market to acquaint Windy Citizens with its "mountain grown" coffee ..... Page 2

S. I. Newhouse, owner of newspapers, radio and tv stations, enters the magazine field with purchase of near-control of Conde Nast Publications ..... Page 2

Scott Paper Co. will begin its first national advertising on a new napkin —Scott Family napkins—on April 9 ..... Page 2

Tatham-Laird, an agency that has been chary in giving out vp titles to the point that it has never given one out since it was founded in 1946—names two vps ..... Page 3

A bright new song—"The Joy of Living" —sets the tone of Jos. Schlitz Brewing Co.'s 1959 advertising program ..... Page 3

Pepsi-Cola Co. names its new lemon-lime drink Teem and will introduce it in St. Joseph, Mo., early next month ..... Page 3

Carl Buddig & Co. will spearhead the 1959 promotion of its smoked sliced beef with what it calls the first use of a scented ad for a neat product with a four-color page in the Chicago Tribune April 1 ..... Page 3

Schenley Industries is stepping up advertising of all its liquor brands in 1959, and will emphasize bourbon and use women in all of its brands ..... Page 3

Reception for fair trade bill in Congress this year is chilly ..... Page 6

Trade and consumer promotions can be justified only if aimed to produce long-range results, James Shenfield, product marketing director of Campbell Soup Co., tells Merchandising Executives Club in New York ..... Page 16

Hope of bartering for 18 more vhf channels from military shelves FCC plans to switch commercial television to all-uhf ..... Page 22

Save, new bi-monthly magazine with information on discounts, premiums and coupons that manufacturers offer consumers, has postponed its scheduled March debut, possibly until 1960 ..... Page 32

Baker Advertising Agency, which last year billed $6,500,000 has 11 clients, and six of them have been with the shop for 36 years or more ..... Page 38

McCall Corp. sales dipped slightly in 1958 under 1957, but its net income rose ..... Page 40

Libel suits, an ever present threat to business publication editors, are becoming more threatening as the editors seek more readership through more incisive, pungent editorial matter, lawyer tells business editors ..... Page 44

Sell yourselves as well as products, pharmaceuticals admen are urged ..... Page 46

The rise and decline of the tv set market is documented in a linage study just completed by George Neustadt Inc. ..... Page 50

Putting on a comprehensive sales presentation without an appointment—and staging a media presentation for a group at a lunch including cocktails—are the best ways to kill your chances of selling business paper advertising, two tell t.f. club ..... Page 54

Georgia-Pacific Corp. sets aside first and third Thursdays of each month for media people ..... Page 58

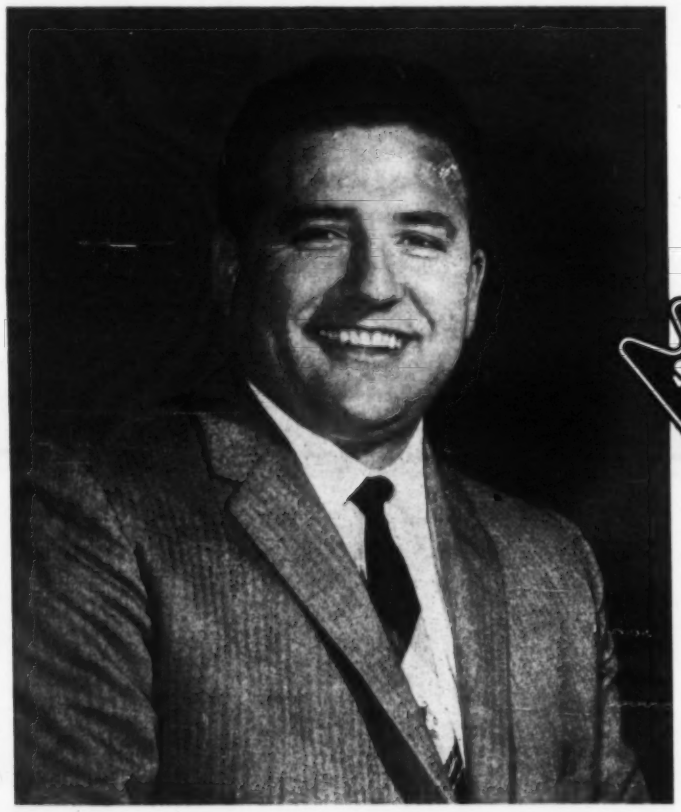
Advertising, like many other activities in American life, is running the danger of becoming overspecialized, John Bricker, OAI exec vp, tells Columbus adclub ..... Page 68

A newspaper can change for better or worse and many people will not change their thinking about the paper for three or four or five years, Charles E. Scripps says, explaining the need newspapers have for current research ..... Page 75

The National Bank of Des Moines lures new prospects with radio spots about a "remarkable collection of Early-American parking spaces" ..... Page 96

REGULAR FEATURES

Advertising Market Place	100
Agencies Ask Us	83
Along the Media Path	30
Art Director's Viewpoint	76
Chain Store Sales	94
Coming Conventions	97
Creative Man's Corner	76
Department Store Sales	86
Drawthinks	80
Editorials	12
Employe Communications	80
Farm Magazine Linage	66
Getting Personal	34
Information for Advertisers	58
Learning from Retail Ads	83
Merchandising Ideas	70
Obituaries	26
Photographic Review	88
Rough Proofs	12
Salesense in Advertising	80
This Week in Washington	6
Versatile Adman	60
Voice of the Advertiser	92
What They're Saying	12



D. M. FERRETTA
of Seattle
District Manager,
STOKELY-VAN CAMP, INC.

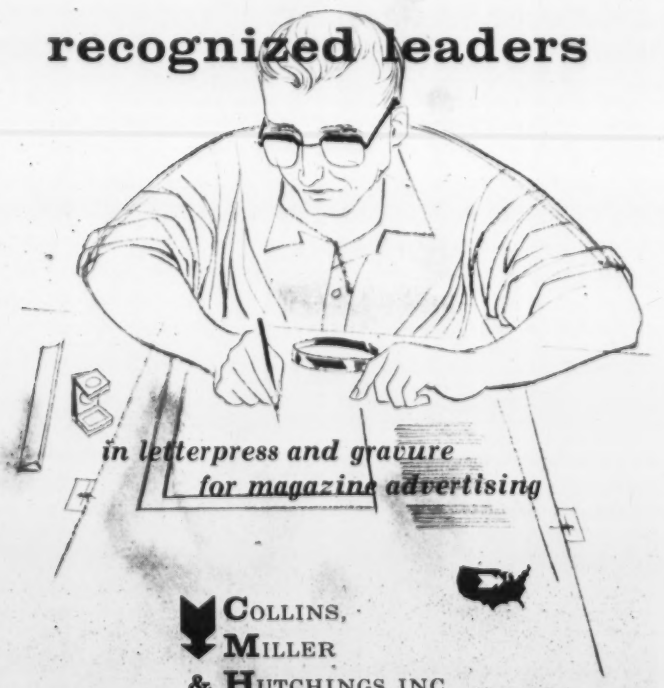
"We found out the easy way . . . ."

Mr. Ferretta says, "The powerful influence of the Tacoma News Tribune in its important market was shown to us the easy way . . . by the excellent results we have obtained from Stokely-Van Camp advertising in that newspaper."

Mr. Ferretta continues, "It was recently pointed out to us that the News Tribune's circulation is more than 4 times the *combined* circulations of the Seattle dailies in the Tacoma market. Another reason we asked that the News Tribune be included on all Stokely-Van Camp 'A' newspaper schedules."

TACOMA NEWS TRIBUNE
Tacoma, Washington
Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA
LOS ANGELES • SAN FRANCISCO

recognized leaders



COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE • CHICAGO 6, ILLINOIS
America's Finest Photoengraving Plant for Letterpress and Gravure

A message to advertisers about THIS WEEK Magazine:

"Our customers look first for THIS WEEK advertised products on our shelves. We know the impact of advertising in THIS WEEK as it is reflected in the movement of merchandise every week in our stores, and we will continue to encourage our friends and suppliers to include THIS WEEK Magazine in their advertising schedules."

H. V. McNamara

H. V. McNamara
President, National Tea Co., Chicago, Ill.
(932 stores, $795,000,000 annual volume)

This Week in Washington . . .

Fair Trade Bill Faces House Chill

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 26—Rep. Oren Harris (D., Ark.), the skillful and influential chairman of the House committee on interstate and foreign commerce, may succeed in pushing a federal fair trade bill through the House this year, but it is no picnic.

In the process, he is having more trouble than a fair trade sponsor ever had before, and he is acquiring some scars.

The climate is more frigid than a few years ago, when Rep. Emanuel Celler (D., N.Y.) stood virtually alone in voting against fair trade legislation. By the time the issue reaches a vote this year, Rep. Celler is likely to have lots of company, including a good many southerners who ordinarily don't see eye to eye with him.

While the fair trade bill has yet to emerge from committee, Rep. Bruce Alger (D., Tex.) is among those who are hard at work trying to drum up opposition. As a starter, he is making sure that the "Congressional Record" is peppered with little essays pointing to pitfalls that will result if Congress bows to demands for a stiff fair trade law.

■ Many of his brief essays refer to fair trade as a variety of socialism. One, headlined, "Women will rebel," argues that it is unenforcable "in the courts and in the marketplace."

The discount house, he says, recognizes fair trade as a fact of life, and is not the cause of it. "Just wait," he warns, "until the shoppers of this nation—the women—realize the import of fair trade price setting."

Justice Argues States' Rights

State fair trade laws crumbled under legal attack, so Rep. Harris is in the unenviable spot—for a southerner—of advocating a law which uses federal power to fix local retail prices. Justice Department witnesses have been alert to exploit the situation by branding his bill "an unwarranted invasion of states' rights." And southerners like Rep. John Bell Williams (D., Miss.), who ordinarily stand shoulder to shoulder with Rep. Harris, are uneasy.

"If you fellows are going to come here and argue that the federal government can fix retail prices," said Rep. Williams to one witness, "how are you going to go before the labor committee and argue that you should be exempt from the wage and hour law?" His question has caused a good deal of soul searching.

Bicks Is Key Trust Buster

The job of presenting the government's case against fair trade legislation fell to youthful Robert A. Bicks, first assistant to anti-trust chief Victor Hansen. Many people here think Bob Bicks is a man to watch.

At 32 he is a veteran on the anti-trust scene. He has achieved such standing that many people believe he will move into the top spot if Hansen leaves, as he is likely to do in the very near future.

Son of a federal district judge in New York, he was formerly legislative aide to Sen. Irving Ives (R., N.Y.), then was secretary of the Attorney General's committee to study anti-trust laws, and finally top administrative officer of the anti-trust division. In a situation where the top man has left much to his discretion, Bob Bicks has been a key figure at the anti-trust division for the past three years. He has been a moving force in the entire program, including the tv network investigations, the battle to tone down sports blackout legislation and now the effort to defeat the federal fair trade bill.

Hits Citrus 'Camouflage'

Legislation which lets the citrus packers use Red No. 2 dye to make oranges look orange finally reached the White House, but not without some hard moments in the House. Hard-core champions of pure food and drug laws emphasized that Red No. 2 is only "less toxic" than Red No. 32, which was formerly used, and was not completely safe.

Rep. Leonor Sullivan (D., Mo.) commented there is some consolation in the fact that there is a two-year limit on the use of Red No. 2, but that she wishes "some better method can be devised by our food industry for promoting sales of its varied products than continuously using more and more camouflage to fool the consumer." Despite the fact that the bill had tacit appoval from the Department of Health, Education & Welfare, 95 votes were cast against it.

Census Replies Prove Forecast

Census officials report just about two-thirds of the question forms for the new censuses of business and manufactures have come back, ready for processing. The remaining third is overdue, but census officials are not upset.

In fact, the rate of compliance so far is exactly up to expectations. The 1,406,000 forms received as of March 23 conformed exactly with what officials anticipated when they drew up a prediction curve last December, forecasting the work load that would have to be handled in the coming weeks.

Past experience shows that roughly one-third of all census forms come in promptly, while a second third comes in soon after dispatch of a polite reminder. Now the bureau is after the final third, including the relatively few hard-core holdouts whose procrastinations can delay the whole tabulation timetable.

Red Tape Hits 'Big Labor' Too

As "big labor" gets bigger, it finds that it has more and more in common with big business.

This week's issue of "The Machinist," published by the International Assn. of Machinists, has a cartoon and editorial complaining about paperwork which labor unions are required to do under various federal laws.

"With the new forms for health and welfare funds," "The Machinist" complains, "there are now 15 different methods of accounting and reporting required from this union. It's almost enough, we are beginning to think."

Russians to See U.S. Press

When Russians visit the American national exhibition in Moscow this summer, they'll find a variety of American newspapers, magazines and books on display for their edification. They are part of the display of scientific, cultural and industrial achievements to be operated in Sokolniki Park.

Displays are arranged for our government by an industry committee. About 100 newspapers from all parts of the country are to be on display, and a magazine committee headed by Robert Kenyon, president of the Magazine Publishers Assn., is collecting copies of 500 American magazines ranging from general interest to women's and specialized publications. A collection of 7,000 books from 200 publishing houses is to be displayed, through the efforts of a committee headed by Curtis G. Benjamin, president of the American Book Publishers Council, and McGraw-Hill Book Co. #

To millions of home-makers, "my cup of tea" always means Tetley's.

Basic reason – in addition to Tetley's renowned quality-control – is the sound policy of advertising concentration, mostly in one powerful medium – Spot Radio. Carefully allocated to give most effective coverage of Tetley's best markets.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling power:

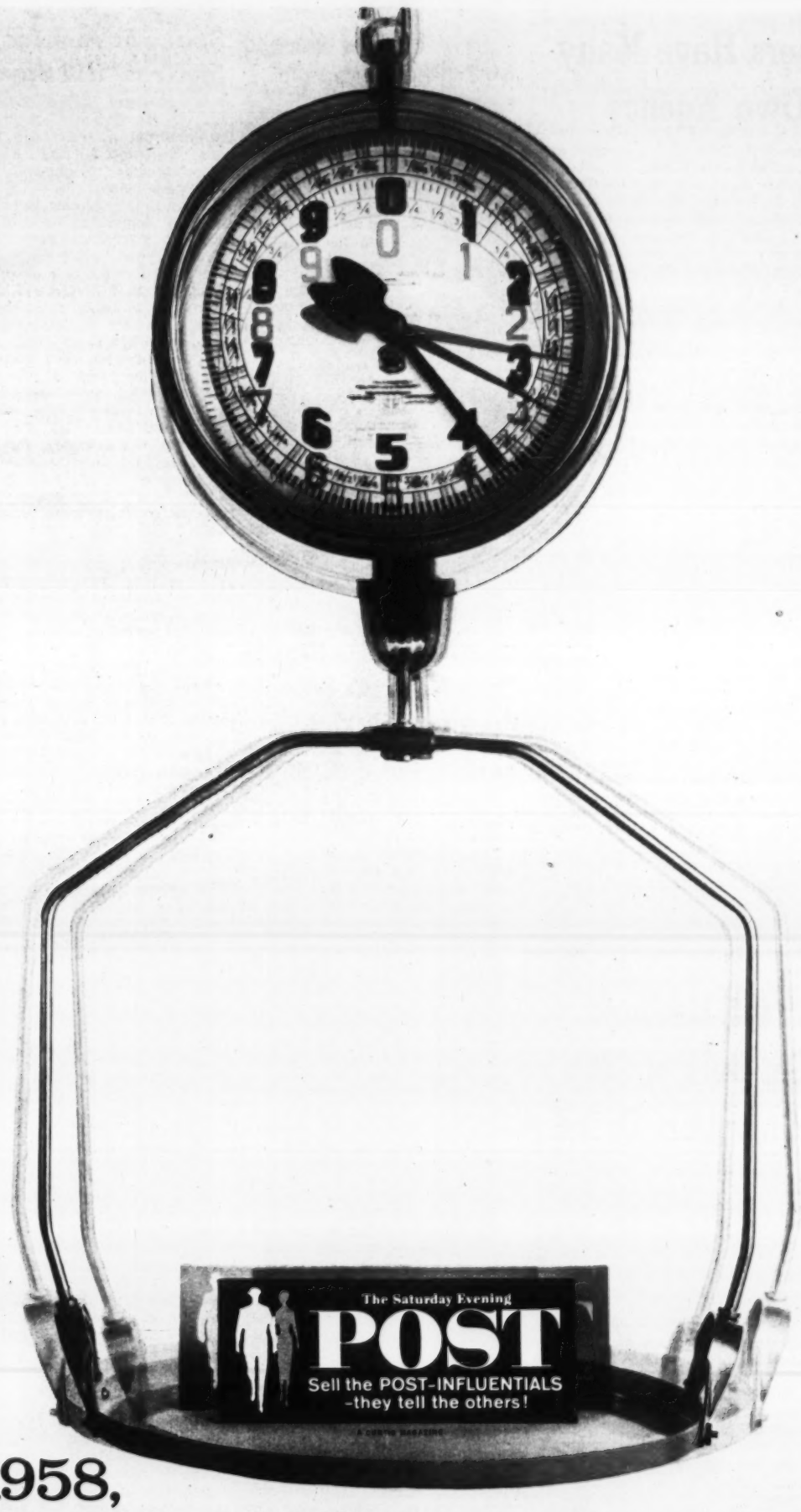
1. Local interest programming, which serves listeners in a personal way that no distant program-source can duplicate.
2. Local selling personalities, who endow your commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company, by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, talk with your John Blair man. In many of your best markets, he represents stations that really sell.

John Blair and Company

National Representative for Major Market Stations:

New York	WABC	Washington	WWDC	Miami	WQAM	San Antonio	KTSA	Knoxville	WNOX
Chicago	WLS	Baltimore	WFBR	Kansas City	WHB	Tampa-St. Petersburg	WFLA	Wheeling-Steubenville	WWVA
Los Angeles	KFWB	Dallas-Ft. Worth	KLIF-KFJZ	New Orleans	WDSU	Albany-Schenectady-Troy	WTRY	Tulsa	KRMG
Philadelphia	WFIL	Minneapolis-St. Paul	WDGY	Portland, Ore	KGW	Memphis	WMC	Fresno	KFRE
Detroit	WXYZ	Houston	KILT	Denver	KTLN	Phoenix	KOY	Wichita	KFH
Boston	WHDH	Seattle-Tacoma	KING	Norfolk-Portsmouth-Newport News	WGH	Omaha	WOW	Shreveport	KEEL
San Francisco	KGO	Providence-Fall River-New Bedford	WPRO	Louisville	WAKY	Jacksonville	WMBR	Orlando	WDBO
Pittsburgh	WWSW	Cincinnati	WCPO	Indianapolis	WIBC	Oklahoma City	KOMA	Binghamton	WNBF
St. Louis	KXOK			Columbus	WBNS	Syracuse	WNDR	Roanoke	WSLS
						Nashville	WSM	Bismarck	KFYR



In 1958, The Saturday Evening Post was the only magazine in its field to gain in FOOD ADVERTISING

1958 was the year of the revolutionary media breakthrough—Politz' study of Ad Page Exposure. And 1958 was the year the Post, alone in its field, weighed in with a healthy gain in food advertising revenue. With the help of 23 new food advertisers, food revenue scaled a new height with an increase of over $860,000*. And '59 looks even heftier. The opening month's food linage was a whopping 23.4% ahead of last January's, and double the number of food-store advertisers are signed up for the '59 "Food Store Spectacular" as were at this time last year. Hearty appetite!

*P. I. B.—F100

29 million times each issue, someone turns to <u>your</u> ad page in the Post! That's Ad Page Exposure!

Mutual's New Owners Have Many Interests; Operate Own Agency

Buyers Say Debt-Ridden Network Can Make Money If Run Properly

NEW YORK, March 26—The Mutual Broadcasting System, which has been floundering around in financial uncertainty ever since the Alexander Guterma business empire became embroiled with the Securities & Exchange Commission, has found itself another angel—or perhaps a pair of angels.

Ownership of the company has been transferred to a group headed by Malcolm E. Smith Jr. and Richard H. Davimos. These men are partners in various importing and record companies, including Harrison Home Products Co., an importer of Addiator, a German adding machine; White House Co., mail order record company; C. C. Award Record Club, and Waldorf Record Corp., Waldorf Music Hall, Audition Records and Colortone Records. These enterprises reportedly gross about $8,000,000 a year. A great deal of this is mail order business.

■ To place advertising for their assorted wares the team of Smith and Davimos has its own advertising agency, Victor & Richards. Mr. Davimos is listed as president of the agency and Mr. Smith as copy chief. They more or less alternate the top titles in the record and importing businesses.

The agency bills about $1,000,000 a year, mainly for Smith and Davimos-owned companies, though Mr. Smith told ADVERTISING AGE it has a couple of "small outside accounts" as well. The billings go into radio, tv and print. White House uses mail order exclusively to sell its records, such as "great moments" from classical music, pop tunes and Christmas albums. The Addiator is currently being offered on radio at $3.98, with five pens thrown in as a part of the mail order come-on.

With the acquisition of Mutual, Mr. Smith, 42, and Mr. Davimos, 37, picked up still another title each. Mr. Smith becomes MBS chairman and Mr. Davimos president.

■ Mr. Guterma was president of Mutual until he resigned in the midst of his battles with the SEC in February. Mr. Guterma, now under indictment for violating securities regulations, was rarely at the Mutual offices during his tenure.

Mr. Smith would not reveal how much it cost him to buy Mutual, which owns no stations. Other sources say that $1,500,000 to $2,000,000 is involved. For this the new owners acquire the name and affiliation contracts with 455 stations, plus a stack of bills. The most pressing creditor has been AT&T, but back compensation is owed to stations (though most of Mutual is barter now) and there are said to be notes to be paid off to the pre-Guterma owners of Mutual, RKO Teleradio Pictures and the Armand Hammer group. In addition, Scranton Corp., through which Mr. Guterma bought MBS, and its subsidiaries reportedly will get free time for their products on the network as their payment.

■ Asked why he wanted to "buy" such a debt-ridden company, Mr. Smith said he was convinced that Mutual has the right format for providing a service for stations on a sound financial basis. He told AA that he thinks Mutual can make money if it is run properly; he said the fact that the network can also be used to advertise the products sold by his various companies was a minor consideration in the decision to buy the network. But some industry observers feel that the new owners of Mutual are likely to use some of the network's time for the kind of mail order merchandising at which they are specialists.

Will he and Mr. Davimos be absentee owners like their predecessors?

"We plan to be here a lot," he said, "but the New York office will be under the direction of Blair Walliser, our exec vp, and the Washington operation will be directed by senior vp and vice-chairman Robert F. Hurleigh."

■ Mr. Smith left the impression that he tries to keep his hand in on the operation of all his myriad activities. "Copywriting too?" he was asked. "Well, I used to do a little, but I haven't done any of that recently," Mr. Smith confessed.

Mr. Smith said there are no plans for personnel changes at Mutual at this time. He does have some ideas about "increasing the service to stations," but he doesn't want to discuss them yet.

As a move toward cementing affiliate relationships, the new owners of the network named MBS affiliate executives to its new board of directors. They are Victor C. Diehm, head of the Diehm stations and of the Mutual affiliates advisory committee, and Carter C. Peterson of WCCP, Savannah. The board also includes Producer Theodore Granik and former orchestra leader Enoch Light, who is musical director for the Smith-Davimos record companies. #

Print, Radio to Get Bulk of GM's 'Guardian' Drive

DETROIT, March 27—A new broad, long-term advertising program, beamed at persuading General Motors car and truck owners to use dealer service facilities (AA, March 2), will be started late in April, according to a company announcement to be released March 29.

"Guardian Maintenance" is the name of the program, and the keynote slogan is "quality service pays in the long run."

While the GM announcement does not specify details of how the program is to be implemented, it was learned through representatives of interested media that the larger share of the $3,500,000 allocation for the coming year is likely to be placed with newspapers and radio, but a sizable portion, possibly as much as one-third, will be in magazines.

Reportedly the magazine campaign will be kicked off the week starting April 27 with spreads in *Life*, *Look* and *The Saturday Evening Post*. The year is to be broken up into two-month periods, each featuring a special phase of auto service, with repeated scheduling of the same advertising volume for each period. Safety will be stressed in the opening period—May and June.

■ D. P. Brother & Co. is the agency handling the campaign. Other divisional dealer advertising—brochures, posters and direct mail to owners—is expected to be especially tailored to the program, although not included in the budget figure cited. #

COFFEE BREAK—*Thomas J. Webb coffee and Ceresota flour will run this joint ad in the April 9 Chicago Daily News, with ads later in the other Chicago dailies, plus radio spots. Lilienfeld & Co., Chicago, handles Webb; Potts-Woodbury, Kansas City, has Ceresota.*

Radio Stations Plan Own Network-Like Program Service

NEW YORK, March 25—A meeting is scheduled to be held here soon to take the next step toward the activation of the proposed new "Radio World Wide" program service.

This ambitious project, which will require an annual budget of approximately $2,000,000, was the subject of corridor speculation at last week's NAB gathering in Chicago (AA, March 23).

At a closed session in Chicago the group of major stations decided to form a corporation to put together a cooperatively owned program service organization. Starting money for the venture will be raised by assessing each subscribing station 30 times its highest one-minute rate. These station men, who find national programming desirable and national network selling undesirable, are trying to evolve a substitute for the kind of programming that networks have provided in the past.

"Radio World Wide" is a blueprint title; the name of the company will be selected later.

■ This project is under the direction of Herbert L. Krueger, WTAG, Worcester; Paul Morency, WTIC, Hartford, and John Patt, WJR, Detroit.

Their plans have been very hush-hush, but among the stations the organizing trio hopes to line up as charter backers are WHAS, Louisville; WHAM, Rochester; WGY, Schenectady; KFI, Los Angeles; KWKH, Shreveport; WGAR, Cleveland; KTHS, Little Rock; WFAA, Dallas; WWL, New Orleans; WCCO, Minneapolis; WBT, Charlotte; WTOP, Washington; WRVA, Richmond; WBEN, Buffalo; WGAN, Portland, Me.; WPTF, Raleigh; KSL, Salt Lake City; WSYR, Syracuse; KFH, Wichita; WAPI, Birmingham; WDAF, Kansas City; WGN, Chicago; KROD, El Paso, and KTRH, Houston. All these stations, it was learned, had representatives at the Chicago meeting.

■ Stations joining in setting up the service, which expects to program 40 hours a week, will be asked to make a two-year commitment. The service will have nothing to do with sales; it will do for stations what a wire service does for newspapers. The yearly subscription cost probably will range from about $15,600 for a small station to $195,000 for a big one. #

Space Buyers Too Wise to Be Misled by Data, McGraw-Hill Says as FTC Probe Nears End

WASHINGTON, March 26—A Federal Trade Commission probe of promotional material for *American Automobile* and *Electrical Merchandising* reached the decision stage today.

In an oral argument before FTC Hearing Examiner John R. Poindexter, FTC Attorney Charles Cox claimed evidence collected during hearings last year demonstrates that McGraw-Hill is a giant, out to crush its competitors.

But Orison S. Marden, who argued for McGraw-Hill, scoffed at the contention that space buyers could be fooled by the survey tactics FTC has questioned. Noting that McGraw-Hill faces its first FTC complaint after more than 50 years in the publishing field, he said the offenses—if any—represent isolated instances which result from individual error, rather than a deliberate pattern.

■ Hearings had been held in New York during 1958 on a complaint that promotional materials for the two magazines concealed important information about the date and source of the survey information. With today's argument out of the way, Mr. Poindexter must decide whether to recommend that FTC drop the case or to issue a cease and desist order.

In his summary, Mr. Marden said no space buyer would be misled by promotional materials which omit vital dates or source information, because space buyers go back to original sources before acting on the basis of a survey.

"We are dealing with people who make a living by knowing where to put space," Mr. Marden said. "They are smart. We are not dealing with people who buy peanuts on a street corner."

■ Mr. Cox said testimony by Maurice Clements of Caldwell-Clements Inc. indicated one McGraw-Hill competitor suffered losses of $150,000 to $200,000 in the hot competitive fight.

The untruthful use of surveys is part of a drive to eliminate top competitors, Mr. Cox insisted. Contending, "It is just as right to issue an order against this giant, as against smaller firms," Mr. Cox said, "Unfortunately for them, there are rules they have to comply with."

In turn, McGraw-Hill denied anyone had been injured. It said linage of *Mart* was unchanged from January, 1954 (the period when controversial readership surveys were used), until September, 1956, when it was sold by Caldwell-Clements to Buttenheim.

■ Proposed findings submitted by Mr. Cox urge the examiner to conclude that McGraw-Hill International deliberately created the impression that a readership survey highly favorable to *American Automobile* was the work of New York University, whereas in fact it was done by Prof. Hillier Krieghbaum, associate professor of journalism.

In addition, Mr. Cox wants the examiner to decide that the omission of dates from tabulations of a 1951 readership study in the electrical field resulted in misleading comparisons between *Electrical Merchandising* and its competitors in 1954 and 1955.

■ By contrast, McGraw-Hill attorneys say the true source of the automobile readership information was clear, even in two press releases which were headlined, "NYU Completes Major Survey of Auto Export Advertising." With respect to the tabulation sheets from the *Electrical Merchandising* study, they say no space buyer would act on this information without referring to original Crossley tabulations which contain full details about the survey.

McGraw-Hill reported the writing and distribution of the two controversial press releases was the responsibility of Russell F. Anderson, publisher of *American Automobile*. The company's brief assured FTC he "had no thought of deceiving anyone." "The group to whom the promotional material was sent consisted of sophisticated business men who specialize in buying advertising space and in placing advertising," the McGraw-Hill summary said. "It may be assumed that this was an audience uniquely well qualified accurately to judge and appraise promotional and advertising materials."

■ "The audience to whom the survey report and promotional prices were sent require a seller of advertising space to prove his point, and do not act on the basis of casual impressions," the summary continued. "As a group which has been exposed to the arguments and persuasions of salesmen over the years they are inclined to be skeptical of claims."

The dispute over readership surveys for *Electrical Merchandising* hinged on "data sheets" which McGraw-Hill salesmen received in 1954 comparing *Electrical Merchandising* coverage with its competitors. Mr. Cox stressed that the sheets did not show that the survey was made in 1951, before several changes occurred in competitive relationships.

McGraw-Hill's version was that the original tabulation supplied by Crossley Inc. simply showed unduplicated readership. The controversial data sheets were obtained from Crossley later, McGraw-Hill said, "after a tv manufacturer asked the extent to which duplication exists in the readership of leading magazines in the field." #

Seklemian Regains Fruit-of-the-Loom

NEW YORK, March 27—Fruit-of-the-Loom Corp., an account which figures in a legal battle currently being waged by Calkins & Holden and Seklemian & North, has moved out of C&H back to Seklemian & North, where it had been serviced prior to a merger of the two agencies last summer.

The account, billing about $225,000, is the first major piece of business to leave C&H since the break-up of the merger in January. Dominion Corset Co., said to bill less than $100,000, also pulled out of C&H following the dismissal of Victor North and Masis Seklemian. The two partners had brought the accounts into C&H at the time of the merger.

Fruit-of-the-Loom figures prominently in a lawsuit by C&H now pending in state supreme court here. The action, against Messrs. Seklemian and North, charges the partners with reneging on an alleged $54,000 note stemming from a prepayment of a media bill at the time Fruit-of-the-Loom was handled by Seklemian & North agency. C&H further charged that Messrs. Seklemian and North had spent the money, leaving their agency "hopelessly insolvent."

In a countersuit, Seklemian & North denied the allegations and charged C&H with "fraudulently inducing" them to sign the note. #

Burdick & Becker Boosts Two

Burdick & Becker, New York, has promoted Joseph Bernstein, who joined the agency in 1957, to group copy chief.

SO YOU MARRIED THE GIRL

It wasn't easy, was it? You didn't see her face across a crowded room, march up and propose, just like that, did you? The minister wasn't called in right on the spot, was he?

No, winning a wife is rarely so simple. You probably gave the girl the works, the original Hard Sell. Phone calls, movies, drive-in snacks, dances, corsages, motor trips. You didn't miss a bet.

In turn, she studied your wardrobe (or lack of one), looked over your living quarters, sized up your business prospects, met the folks, assessed your general qualifications as family head. Being smart, she found out all about you.

Naturally, you weren't about to downgrade yourself. Not you! Big plans, you had. Maybe you gave her a line like this:

"Honey, just yesterday The Boss stopped me. 'Joe,' he said, 'I like the cut of your jib. This business needs men like you. Keep with it, Joe. Who knows what might happen? I got plans, Joe.'"

Yes, you SOLD yourself to that girl. You didn't discourage for nuthin'. You knew what you wanted. You handled the competition. You MARRIED her.

Advertising is like courtship. To do it well, you work at it constantly—give it endless thought, planning. No advertiser ever gained sustained acceptance of his product or services overnight.

Now and then, of course, a fellow can give a girl a fast pitch, sweep her off her feet. He meets her Thursday night. Saturday night they knock on the door of "Marryin' Sam" in Oklahoma (or is it Iowa or Arkansas?).

Rush courtships work out sometimes, too. It depends on what comes after the honeymoon. If a man (or a merchant or manufacturer) is smart, he doesn't marry a cutie and relax. He keeps right on with the selling or winds up sad.

As N.W. Ayer has so persistently proclaimed, keeping everlastingly at it brings success.

THE KANSAS CITY STAR

Morning — 338,816 Evening — 344,455 Sunday — 365,155

AVERAGE CIRCULATION UP MORE THAN 5,000 PER ISSUE OVER FEBRUARY, 1958

More readers.....

THE TRIBUNE GETS 'EM

....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Small American Cars

Although the Big Three are saying as little as possible about the introduction of new small cars, it seems quite clear that all three of the giants will have such cars ready for introduction for the 1960 model year. What is not at all clear is whether they will be designed with enthusiasm and sold with a sincere effort to take sales away from their bigger brothers as well as their European cousins.

There are, on the contrary, some interesting signs that the smaller cars are being brought out more as a public relations gesture than anything else, and that their primary function is considered by the Big Three to take the heat off, rather than to make any sensational sales records.

This fact, if it is a fact, is not necessarily an indictment of American automobile manufacturers. Despite all the outcries in recent years, the mass American market for automobiles has continued to demonstrate quite conclusively that size, gaudiness and gadgets are what sell cars in volume, and that the great economies in initial cost and the great increases in trade-in value which come from limited or no style changes from year to year have no influence with the usual American buyer—except to discourage him from buying the model which has not been changed drastically from the year before.

Most observers believe that a very important change has come to pass, or is currently coming to pass, in the American automobile market. But it is only the observers who have nothing directly to do with making or selling automobiles who believe that the imported car has shown the way toward mass sales in the American market.

Americans who ride in and drive automobiles continue to hope wistfully that the major trend will not be toward smaller and less comfortable cars—European or American—but toward cars which show some slight tendency to recognize a few of the more pertinent facts of life. It would be nice, they think, if car makers understood that drivers as well as passengers usually have heads as well as bodies, and that the tendency in America is away from, rather than toward, pygmy proportions in human beings.

A couple of inches of headroom stealthily attached to a 1960 model line . . . an inch or two snatched from trunk or front end to provide stretch-out space for legs and feet . . . a tiny mite of horsepower stolen from a thirsty engine—these are the things that, if kept well hidden from American buyers, might do a great deal to counteract the trend toward small cars.

Advertising, the Follower

The first quarter statistics on advertising this year are, on the whole, disappointing. While a handful of media are showing up well, it is quite clear that no records will be set for advertising volume during this quarter, and that on the whole the statistics will compare unfavorably with last year's.

This is intensely disappointing to a good many students of advertising, because above all else it demonstrates that general advertising activity still tends to follow over-all business activity, rather than to lead it.

Advertising's basic function is to generate buying and business activity; yet the current figures show that in too many cases the expenditure of advertising funds comes only after business has turned up, instead of the other way around.

There is still far too small a proportion of advertising funds spent logically and carefully on a task-force basis, and too large a proportion spent on one form or another of percentage-of-sales. In this latter situation we have the anomoly of advertising being thrown into the struggle in increasing quantities after a business upturn has already occurred, instead of being used in an effort to induce that initial about-face which marks the end of a low cycle and the beginning of a higher one.

Unless and until we learn to use advertising more scientifically, and as a starter rather than merely as an accelerator, we shall never be able to avoid relatively violent swings in the business cycle.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Maiecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—**Albie Thomas, Albie Thomas Advertising, Rochester, N. Y.**

"Now I'm billed as Gladys the beautiful deceptionist. Clients caught me telling white lies for the boss."

What They're Saying . . .

A Holdup! Help!

We want to report a holdup! Recently a business show daily carried an advertising section devoted to self-laudation of a company's tenth anniversary and its new showroom. Suppliers were asked to participate, there being a veiled threat *they'd better*. $750 was asked from each, the minimum space being a *page*. To make matters worse, each page had to be a previously-prepared salute to the company and each carried a huge photo of one of the company's products plus more self-laudation copy. The advertiser was allowed up to 200 words of his own, plus space for product and company name (and address). *Yet all this had to run INSIDE the ad.*

Special sections and tie-ups by suppliers have a place but not anything like this. One small company, spending *only* $640 *a year* on its advertising, felt it had to take space at $750 for an "ad," the life of which was ONE DAY. They feared the implied "or else."

Our concern is that this vicious plan may become a practice whereby suppliers be blackmailed into paying for customers' advertising. *Will the trade press nip it in the bud?*

—"Bott-Shots," published by Leo P. Bott Jr., Advertising, Chicago.

The Model

Every publishing house seriously considers decent manuscripts that, for one reason or another, do not ever get published. One such work that was read here some time ago quoted a comment made by Judge Learned Hand about Justice Louis D. Brandeis that we could not resist putting into circulation:

"When I was a young man I tried to model myself upon him. I had wild moments of self-reproach. I would say to myself, 'You eat too much. You drink too much. Your thoughts about women are sometimes not of the noblest variety. Why cannot you be like the great man Brandeis, who does nothing except read reports of the Interstate Commerce Commission'?"

—The Pleasures of Publishing, published monthly by the Columbia University Press.

True Image Builder

The store that succeeds best is the store that is worthy of public trust, always conscious of its customers' needs and desires and always thinking and planning to be greater tomorrow than it is today. The store that best measures up to this trust is the store that has developed a good image in the public mind from its inception to its fulfillment. This, we believe, is the true builder of the image.

—E. Davis McCutchon, D. H. Holmes Co., New Orleans.

Madison Ave. Scene

To one who does not know the American scene, the book proved something of a bore. Even worse, it actively made him unwilling to familiarize himself with the American scene. To that extent, far from being "the best book on advertising," it proved to be one of the dullest. Such a shame.

—From a review of Martin Mayer's "Madison Avenue U.S.A." in "Impact," British television magazine.

Rough Proofs

"This outfit has very high standards and requirements, but it's a swell place to work," says Ken Groesbeck in describing an agency looking for an account man.

Then why *but*?

•

Looks as if the Big Three are getting ready to wet their individual toes in the waters of the small car market.

George Romney will have a chance to say, "I told you so."

•

So many coffee-with-egg combinations are now coming on the market that promotion support should be forthcoming before long from the poultry industry.

•

"DeSoto may back film on Hernando," the story says.

Or at the very least it might consider naming one of its models the Conquistador.

•

"Abolish agency commission system, form ad council, British urged."

Have some of the boys on the other side been listening in?

•

Newspaper r.o.p. color helped Pepsi-Cola develop a "quality product image," Al Steele says.

And having Joan Crawford along didn't hurt, either.

•

ABC says it has the most efficient situation comedy, the most efficient variety show, the most efficient western.

The most efficient western is the one where the hero always draws first.

•

"Chicago banks aim to attract women," headlines the world's greatest advertising journal.

They either have the money now or are going to get it.

•

"In Metro Sunday comics, you're always in good company," the ad says.

Li'l Abner, for instance, has some very attractive friends.

•

American Home promises "beauty parades at all the best beaches" to celebrate its 3,600,000 circulation.

With that figure, Miss American Home should be able to rival Miss America.

•

A Liggett drugstore in Boston offered a bath spray, "69¢ value," for 69¢.

They got the price down to rock bottom.

•

"We're not just an ulcer crowd," says Larry Gumbinner in describing his agency.

It's not always necessary to give until it hurts.

COPY CUB.

Again in February

for the fourth consecutive month

The Washington Post and Times Herald

was first among all three

Washington newspapers

in total classified advertising

Official Media Records Figures

For more than 20 years Washington's R.O.P. color newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

What Reports are Helping

Shape New Advertising Techniques?

Who reads your advertising? What is its effect? What are the essentials of a good ad?

To help answer questions like these, the McGraw-Hill Research Department continually prepares information on a mass of subjects relating to advertising and marketing.

A few: readership of repeated ads; the effect of advertising on brand recognition; the impact of continuous advertising. In addition, there is a whole casebook on advertising techniques — how readers react to the position of ads, layout, amount of text. You will find all this and more in the Laboratory of Advertising Performance data sheets.

Currently, McGraw-Hill Research is at work on a long-range study of business publication readers—their jobs, their interests, their involvement with advertising and how it affects their buying habits. The findings—known as Reader Feedback—are adding a new dimension to our knowledge of advertising's effectiveness.

A staff of 35 people work out and compile all this information. And a field force of some 200 conduct the over-the-desk interviews that yield the raw material.

Their thoroughness is one reason why the over seven thousand companies and their agencies who advertise their products in McGraw-Hill publications are assured of having access to current, analytical, *helpful* data on advertising effectiveness. It is a service available to anyone . . . simply contact your McGraw-Hill representative.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Look at the BIG E. B. I. of...

DAVENPORT METROPOLITAN AREA!

Of $507,483,000 total E. B. I., $337,639,000* goes into retail sales. That's more buying activity than the average for all U. S. Metropolitan Areas. Davenport's the Quad-City trading center and only Davenport Newspapers circulate Scott County, Iowa, 100% - - - plus effective coverage in Rock Island County, Illinois.

Circulating Davenport and Bettendorf, Iowa Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley

*Copr. 1958 Sales Mgnt. Survey of Buying Power.

Reynolds Metals, Miller Beer Buy 'All-Star Golf'

Reynolds Metals Co. (Lennen & Newell) and Miller Brewing Co. (Mathisson & Associates) will co-sponsor "All-Star Golf" over ABC-TV next season. The show, distributed by Walter Schwimmer Inc., will begin its third year Oct. 10.

Jell-O Buys Radio Time

General Foods Corp., New York, has scheduled a heavy network radio campaign for Jell-O on NBC and Mutual beginning in mid-April. Young & Rubicam is the agency. The drive is set to run 12 weeks with 29 announcements weekly on NBC and about 25 a week on Mutual.

'MacRae's' Names Terry

MacRae's Blue Book has appointed Paul Terry its Michigan representative. Mr. Terry previously was director of the industrial department of W. B. Doner Co., Detroit.

VOICE FROM OUTER SPACE—*The magnetic products division of Minnesota Mining & Mfg. Co., St. Paul, boasts of the fact that its Scotch brand tape was selected for the rebroadcast of the first human voice from outer space when the Atlas missile was launched recently in this ad in Time. MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.*

The Syracuse Market is...

BIG

15 Counties...with a Population of 1,432,700

BIG! When you think of the Syracuse market, think about all of it. Think of 15 counties embracing one-third of the total area of New York State. This important area has a population of 1,432,700 and annual buying power of well over $2 billion.

ACCESSIBLE! Media selection is a cinch! The single low-cost way to reach this big, prosperous market is the SYRACUSE NEWSPAPERS — delivering 100% coverage of the metropolitan area, plus effective coverage . . . up to 76% . . . in the 14 surrounding counties. No other combination of media will do a comparable job at a comparable cost.

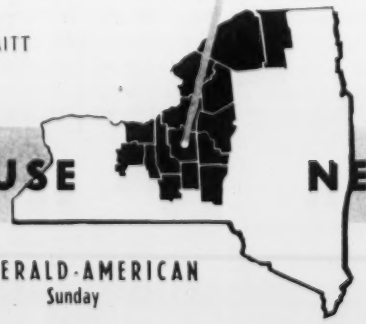
RESPONSIVE! Year after year, Sales Management has ranked Syracuse as America's No. 1 Test Market. It is based on a report of 1,177 test campaigns conducted by Selling Research, Inc., during the past 12 year period. The results prove that Syracuse is *the market most preferred and most frequently used* for testing operations by national advertisers.

The SYRACUSE NEWSPAPERS CIRCULATION COVERAGE DELIVERS ALL THE MARKET

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by MOLONEY, REGAN & SCHMITT

America's Best Test Market



the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday — THE POST-STANDARD Morning & Sunday

ABC CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

Don't Let Deals Drain Dollars from Ad Plans: Shenfield

NEW YORK, March 24—James Shenfield, product marketing director of Campbell Soup Co., today warned that trade and consumer promotions can be justified only if aimed and timed to produce long range results. Promotions just for the sake of an overnight sales increase can be disastrous, he said.

In a talk before the Merchandising Executives Club here, Mr. Shenfield said product promotions should be geared to a "sound overall marketing strategy."

"We'll probably always have trade and consumer price promotions, allowances, coupons, refunds and offers," he said, "and they'll contribute if well founded. But when they drain off dollars from the main stream of effort, they lose their economic justification—and waste is something no management which wishes to survive and progress can afford." ≡

Broadcast Pioneers Elect Walter Wade to Hall of Fame

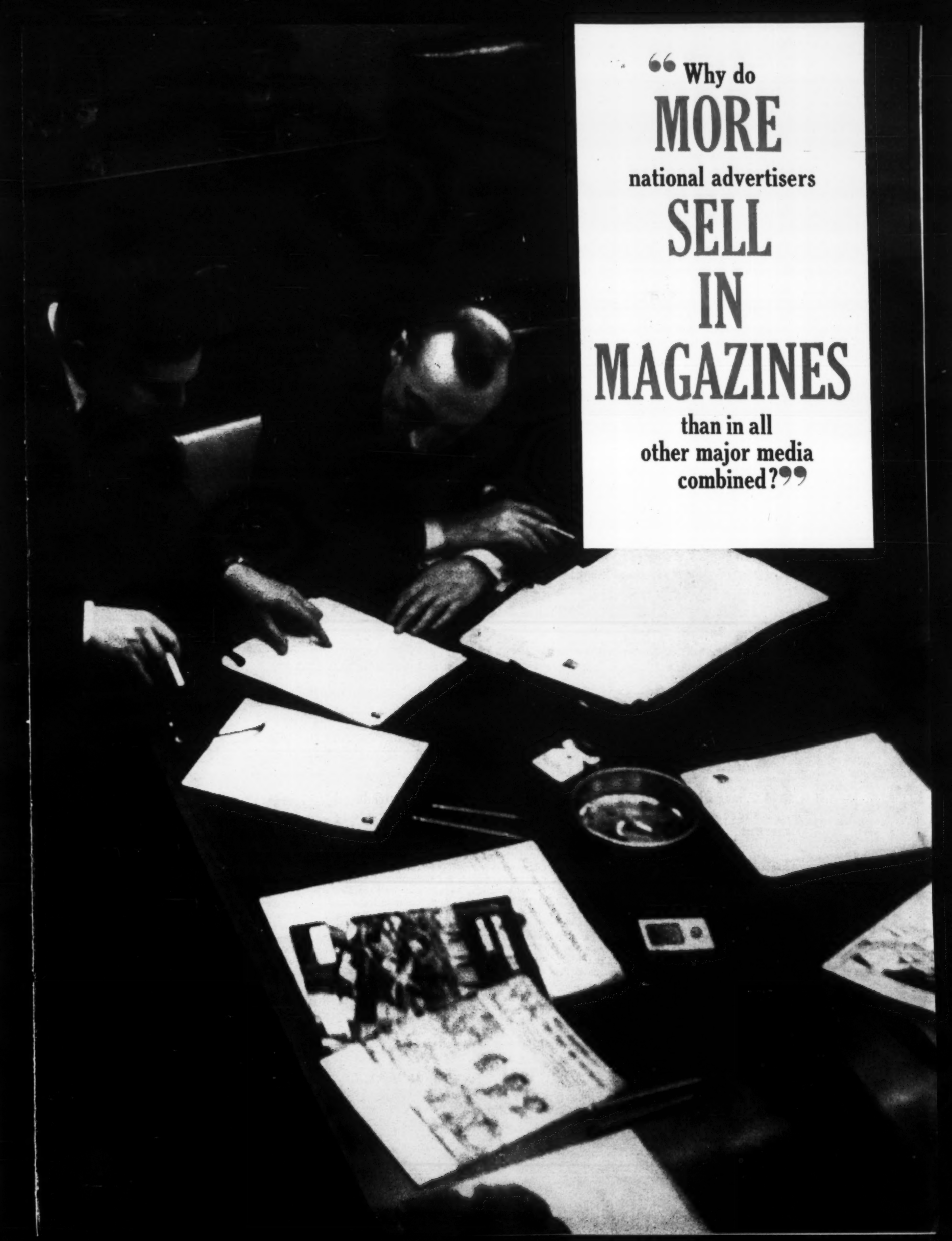
The late Walter A. Wade, president of Wade Advertising, Chicago, for 19 years, has been elected to the Broadcast Pioneers Hall of Fame. Only nine other men have been elected since the Hall of Fame was established in 1950. The citation honored him for "creative genius [which] brought to broadcasting a program concept close to the hearts of vast listening audiences . . ."

Walter A. Wade

Walter Wade was associated with the agency for 41 years, and was president from 1932 until his death in 1951. The agency was founded by his father, Albert G. Wade, in 1901; Walter Wade's son, Jeff, is now president.

F&S&R Names Niewenhous

S. H. (Sib) Niewenhous, formerly senior account executive of Kenyon & Eckhardt, New York, has joined the Cleveland office of Fuller & Smith & Ross as group head on the Sherwin-Williams Co. account. He succeeds Harold T. Tasker, F&S&R vp, who has been assigned to the marketing and business development section.



“Why do
MORE
national advertisers
SELL
IN
MAGAZINES
than in all
other major media
combined?”

MAGAZINES BUILD GROWTH TOMORROW

"... magazines a basic medium ... success shows in market share..."

"Kraft Foods has for over 30 years used magazines as a basic medium for the introduction of new products and the penetration of product image to the mass audiences of the country.

"The ability of magazines to seek out the young mother audience . . . four-color illustrations . . . the long life of the magazine, its advantages in presenting appetite appeal and label definitions, and its merchandising possibilities are important considerations behind Kraft's use of magazines.

"The success of the media strategy employed on Velveeta and dozens of other Kraft products that have used national magazines, shows itself most significantly in the brand position and market share data."

Kraft Foods

"... new shampoo introduced in magazines—achieves strong sales position in first year..."

"In introducing Breck Banish Dandruff Treatment Shampoo, two categories of magazines were used. For the initial announcement, general, mass-circulation books carried full-color, full-page advertisements featuring the product from the 'news' angle. Following this, consumer magazines for women were used to stress consumer benefits.

"All major objectives were achieved. Consumers were informed of the new product and were able to identify it. Distribution was expanded on the basis of the 'impact' ads and the salesmen's use of integrated sales portfolios. The shampoo – unknown to consumers as of January 1, 1958 – was at the year's end in a very comfortable third place in terms of national sales."

John H. Breck, Inc.

"... consistent magazine advertising has made Armstrong biggest-selling brand..."

"Thanks to the ability of magazines to pinpoint audiences for advertisers, Armstrong has aimed its sales message straight at homemakers and homeowners . . . the prime market for Armstrong products. Magazines have helped Armstrong achieve its advertising objectives: the quality image of Armstrong products has been firmly established in the public's mind; brand recognition of Armstrong products is the highest in its field. Armstrong – a small company when it began magazine advertising in 1917 – is today, by far, the world's leading manufacturer of resilient floors, and growing fast in other fields.

"In 1959, Armstrong is running another heavy schedule of advertising in national magazines."

Armstrong Cork Company

SALES TODAY—

—because...

"... 100% of national budget in magazines... #1 in industry..."

"To get across a feeling of prestige, of fashion, of general good taste, of complete dependability — all qualities which we believe our label connotes — we feel there's nothing quite like the national magazines. We want our advertising messages to have a certain lasting quality, to give an impression that lingers indelibly and emotionally. For our money, this points unhesitatingly to the ad that's printed in the page of a nationally distributed magazine which is read and *retained* by the various members of a family.

"Our dealers bank on our magazine ads, they tie in locally with them, and they have told us for years that our magazine series is one of the chief reasons why HS&M remains in the No. 1 spot in our industry."

Hart Schaffner & Marx

People believe what magazines say

Who, what, when, where — other media can tell. But Americans turn to magazines to find out why. Today, every literate American owes to magazines some of his knowledge, judgments, opinions and convictions — for people read and believe what magazines say.
That's reflected in the way people feel about magazine advertising. "The public's attitude is that a magazine advertisement is a sworn statement of fact," says a leading advertising man. Another puts it this way: "Because of the tremendous volume of advertising and the welter of claims and counterclaims, today there's a great premium on magazines' believability."

Magazines put you in direct touch with the reader's mind

The deliberate concentration of the reader is a major reason why magazine advertising works. It results in deeper, more lasting impressions. Magazines call upon the reader at his convenience; they stay as long as he wishes, available for repeated reference. Magazines can also place useful material in people's hands — cookbooks, money-saving coupons, product samples. Magazines work for sales in more ways than any other medium.

Magazines can get you anyone or everyone

Want families particularly interested in homes? Want dual audience? Want teen-agers, or housewives or fashion-followers, or men? Or do you want everyone that's worth getting in the whole U. S. buying market? (Survey after survey proves that magazine readers earn more, spend more.) There is a magazine or group of magazines to sell your kind of product to your kind of audience, since each magazine draws to its pages a group of readers of common interests, tastes, desires.

The magazine is a trusted buying guide

Consumer confidence in magazines is a big reason why most marketers use magazines as the basis for their merchandising. And realistic product reproduction — with eye-catching, lifelike colors available — gets immediate recognition at point-of-sale . . . adds to magazine merchandising values. Retailers know that their best customers prefer to "shop" the ads in magazines — and to shop in the stores that display products they saw in magazines. Clearly, magazines are the most merchandisable medium.

Magazine Advertising Bureau of MPA
271 Madison Avenue, New York 16, N. Y.

More than
A THIRD OF A MILLION
Media-Marketer contacts from market data requests through these annual issues—
HOT SALES SPOT FOR YOUR MEDIA AD!

12TH ANNUAL
MARKET DATA ISSUE
of Advertising Age
coming APRIL 20-Ad Closing APRIL 8

Hazel Bishop in Red 4th Straight Year, Says Report

(Continued from Page 3)

cial statements is one which reads: "During the fiscal year ended Oct. 31, 1958, the company entered into an agreement with Television Industries Inc. for television spot advertising time, for which the company agreed to pay $65,000 per month or a total of $260,000 for the period from July 1, 1958, through Oct. 31, 1958, and to pay the published card rates, less all applicable discounts, for spots furnished from Nov. 1, 1958, to Jan. 31, 1959."

Television Industries Inc. bought controlling interest in Hazel Bishop from Raymond Spector last May for about $3,600,000. A tv film distributor, its operations include a vast store of tv barter time which has been used to promote Hazel Bishop products. Matthew M. Fox is president and chairman of Television Industries.

■ A second financial note in the report said that last Oct. 31 "Raymond Enterprises Inc. (all the capital stock of which is owned by Raymond Spector) issued a credit of $275,000 to the company as a reduction of prior years' advertising costs."

Mr. Spector is now chairman of the board of Hazel Bishop. He relinquished the presidency last August, when Robert G. Urban resigned as exec vp of the family products division at Warner-Lambert Pharmaceutical Co. to take over as president.

The 1956 annual report showed sales of $10,270,994, with a loss of $610,259. In 1955 sales were $11,462,020, with a net loss of $460,177. In 1954, the last profitable year, sales were $12,000,000, yielding a net profit of $1,080,000.

Shortly after its sale to Television Industries last June, Hazel Bishop borrowed $1,250,000 from the First National Bank of Boston, repayable with 5% interest this month. The loan was secured by trade accounts receivable, three promissory notes from certain subsidiaries and guaranteed by Television Industries.

■ Another note in the annual report reads: "At Oct. 31, 1958, the requirement of maintaining consolidated current assets in excess of consolidated current liabilities had not been met. However, as at Feb. 27, 1959, the bank had not given notice of default to the company."

When last year's report was issued, Mr. Spector, then president, wrote in his stockholder's letter that in 1957 Hazel Bishop "incurred extraordinary costs in connection with the important organizational and marketing changes which were inaugurated in January, 1957, as well as in the complete repackaging of our entire line." Mr. Spector added that current operations then were "on a profitable basis."

Mr. Urban's letter to stockholders points to "two exciting new product lines—eye makeup and refillable lipsticks, both of which your management believes will substantially contribute to the company's sales, earnings and marketing position.

"We look forward to the future with the expectation that your company's operations will once again become profitable for its stockholders," it went on. #

CONCENTRATION—*DuPont is concentrating special sales effort in the West with five different ads scheduled for the April issue of Sunset Magazine, of which this is one. Batten, Barton, Durstine & Osborn is the agency.*

Beeson-Reichert Elects Two

Beeson-Reichert has elected Albert H. Rotsinger exec vp for Toledo operations and Dale J. Alcorn exec vp for Columbus operations. Both men will continue as directors. Mr. Rotsinger joined the company as a vp in 1955. Mr. Alcorn, with Beeson-Reichert six years, is in charge of the agency's new Columbus office, 1500 W. Third Ave.

Nelles Joins Television Rep

Lon Nelles, formerly a salesman of WGN Inc., Chicago, has been named an account executive in the Chicago office of Harrington, Righter & Parsons, television representative.

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	204,022	.62
Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	$1.04

(ABC circulation, March 31, 1958)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

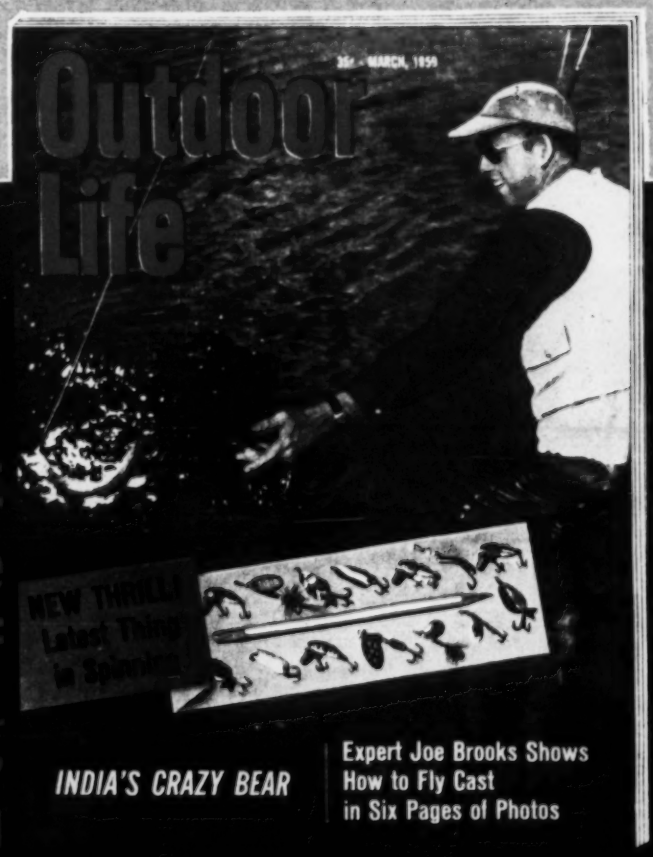
Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

ADVERTISERS IN THE
OUTDOOR LIFE MARKET
GET BIGGER AND BIGGER CIRCULATION

JANUARY 1,050,500*

FEBRUARY 1,059,000*

*Publisher's estimate



first choice of discriminating sportsmen

first choice of discriminating advertisers

1,000,000 CIRCULATION GUARANTEED

355 Lexington Avenue, New York 17, N. Y. · Boston · Chicago · Cleveland · Detroit · Portland, Ore. · Los Angeles · San Francisco · Seattle

Military Reportedly Ready to Talk Reallocation of VHF Spectrum Space

Hope for Acquisition of Some 18 VHF Channels Shelves All-UHF Plan

WASHINGTON, March 25—Although the long awaited TASO report has finally been filed, the tv allocations problem continues to defy solution.

After two and one-half years of study, TASO (Television Allocations Study Organization) confirmed what everyone knew to begin with—that uhf ordinarily provides less coverage than vhf. But with the TASO measurements at its finger tips, the Federal Communications Commission is more determined than ever to exhaust every possible alternative before going ahead with previously discussed plans to move all tv to the uhf band.

■ The newest possibility is a plan to set up more tv channels in the vhf band. This would be accomplished through a barter deal, with the Defense Department relinquishing vhf spectrum space to the civilian users in exchange for other portions of the spectrum which may be equally well suited for military use.

Often proposed in the past, this approach got solid support recently when Congress began talking of an investigation to look into the Defense Department's use of the radio frequency spectrum.

With some form of a spectrum study shaping up as a likely possibility, Defense Department officials informed the Federal Communications Commission recently that they are ready to sit down and determine whether bartering is possible.

While the creation of new vhf channels involves some of the same conversion problems which have handicapped uhf, the new vhf opportunities would be sufficiently attractive so that industry members might be inclined to take the risk.

■ For nearly half a dozen years, it has been apparent to government and industry leaders alike that the present intermixed system of uhf and vhf assignments is unsound.

Because vhfs have greater coverage than uhfs, the uhf stations have not been able to compete effectively in intermixed markets.

More than two years ago, FCC announced it may ultimately adopt a plan shifting tv entirely to the uhf band over a five to 10-year transition period.

But neither the government nor the industry has felt any enthusiasm for a move which involves inconvenience and expense for 45,000,000 set owners, and which would admittedly result in less satisfactory signals in many thinly settled areas.

TASO's measurements showed that uhf ordinarily performs well for distances 30 to 40 miles from the tower. But vhf stations reach 55 to 65 miles, providing coverage for thousands of fringe viewers.

■ When TASO's report was circulated at the National Assn. of Broadcasters convention last week, informed engineers commented that it showed, "The only thing wrong with uhf is vhf."

Dr. George Town, who directed the TASO studies, denied that the report represents a "death sentence" for uhf. In some areas, such as in open and level terrain, uhf provides effective coverage, Dr. Town pointed out.

The TASO report, he contended, is a tool which will enable FCC to determine where uhf can be used effectively. "It establishes the physical characteristics of uhf," he explained. "Now it is up to FCC to decide what it wants to do about using uhf."

■ In a showdown, FCC might still return to the uhf proposal, because the commission recognizes that in the long run tv must not remain cramped into 12 channels. With 70 uhf channels available, uhf could provide comprehensive national coverage. But the transition would involve serious disruption, particularly for people who live in fringe areas.

Hope that tv can get space for more vhf channels was sparked at the NAB convention when Commissioner Frederick Ford, who is FCC's liaison with the Defense Department, reported that the military chiefs are ready to sit down and talk.

He did not indicate what they could offer, or what they would want in exchange.

■ Also at the convention, Lt. Gen. Arthur Trudeau, the Army's chief of research and development, assured industry members that the Defense Department will not ask for any of tv's existing vhf channels. In addition, he reminded them that the Defense Department is currently using space scattered throughout the spectrum range, including vhf.

■ Sponsors of an all-vhf tv system think in terms of about 18 new channels in addition to the existing 12. While none of these channels could be received on existing tv sets, the conversion problem would be less severe than conversion to uhf, because vhf tuners and antennas are easier to make, and more reliable.

Much of the financing for TASO came from owners of vhf stations

Cherchez those femmes and where will you find them? In Delaware Valley, U.S.A., the gals with money in their hands and buying on their minds live in the suburbs for the most part. And The Inquirer hits 'em right where they live!

On an average weekday in booming suburban Delaware Valley, *330,000 adult women shop The Inquirer pages* . . . only 262,000 turn to Philadelphia's other major daily. And remember—these suburbanites are 58% of the market's total population . . . buy 60% of its food . . . account for 57% of its retail sales.

Lead from strength: schedule your advertising in the newspaper that reaches 632,000 total adult women in the market (of whom 420,000 don't read the other major daily). Most significantly, schedule the newspaper that delivers the major impact where the most business is done . . . the booming Delaware Valley suburbs!

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

who are determined to resist any move which would leave them with less coverage.

The Assn. of Maximum Service Telecasters, which looks out for the interest of many of these established stations, warned its members at the NAB convention that they must be prepared to resist proposals to squeeze more stations onto the existing 12 channels, in the event the allocation problem remains unsolved in the foreseeable future.

Symbolic of the concern which station owners feel about this situation is the fact that the Assn. of Maximum Service Broadcasters drew 116 stations, out of a total membership of 117, to its discussion of allocation problems. #

Wandtke Joins Runyon Co.

Arthur P. Wandtke Jr., previously advertising and merchandising manager of Kaiser Aluminum's consumer products, has been named general manager and account supervisor of Jack W. Runyon & Co., San Francisco. He will direct activities on the Belfast Beverages account, which includes Pepsi-Cola advertising for the Bay Area, Belfast beverages and Mug Old Fashioned root beer.

Monterey Adclub Formed

A new advertising club, the Greater Monterey Bay Advertising Club, has been formed for admen from several California cities, including Monterey, Carmel, Watsonville and Santa Cruz. Jim Brown, formerly with Hoefer, Dieterich & Brown, San Francisco, and now a resident of Salinas, formed the organization. Charter meeting is scheduled for April 23.

ARF Changes By-Laws

The Advertising Research Foundation has amended its by-laws to open membership to any U. S. company advertising products or services; any U. S. advertising agency; any U. S. medium selling advertising space or time. Membership was formerly restricted to organizations operating nationally or regionally.

Meyer Names Flemer

John C. Flemer has been appointed to the new position of advertising manager of Wilson & Geo. Meyer & Co., San Francisco, western distributor of chemicals and plastics. He formerly was in the sales promotion and merchandising department of National Lead Co., New York.

France, Cornell to Hartung

J. H. France Refractories, Snow Shoe, Pa., and Cornell Mfg. Co., Laceyville, Pa., maker of farm equipment, have appointed M. W. Hartung & Associates, New Holland, Pa., to handle their advertising.

Durkee Names Greve

George F. Greve Jr. has been appointed assistant advertising manager of the Durkee Famous Foods division of Glidden Co., Cleveland. He formerly was an account executive at Fuller & Smith & Ross, Cleveland.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

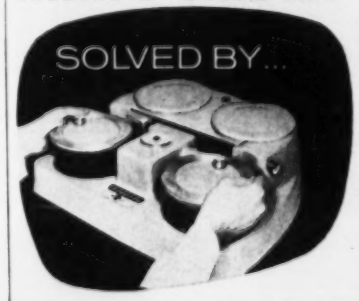
CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

a thinking man's fluster



FILMOTYPE

Speed! Production!
Finish that art! But where to obtain display lettering and type best for the job . . . any and every job? Filmotype Photo typesetting machine of course! Nothing faster, easier to do, more professional in appearance. And only pennies a word! Filmotype blends a thinking man's fluster with a printing man's haste.

AND CONSIDER: The most all-inclusive style selection in photo-typesetting/ From 12 pt. to 144 pt./Screens, tints right from the machine./Almost limitless intermixing of faces.

Note: Play it safe . . . save . . . with the Filmotype "Pays-for-Itself" Purchase Plan. Write for complete details, today.

FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name_____
Firm_____
Address_____
City_____ Zone____ State_____

You, too, can get effective merchandising help in Muncie

Mr. Joe Burke, General Mills, says, "Merchandising, that is, *good* merchandising is important to any promotional activity. You don't have to ask the MUNCIE STAR and MUNCIE EVENING PRESS for this service—they are always offering their help.

Why don't you use these two great Eastern Indiana newspapers?

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Department Store Sales . . .

Sales Rise 17% in March 21 Week

WASHINGTON, March 26—Department store sales across the U. S. during the week ending March 21—the next to the last week before Easter—were 17% above sales for the corresponding week of last year, the Federal Reserve Board reported today.

The board pointed out that this high sales gain reflects the fact, in part, that last year Easter came on April 6.

■ For the year to date, sales were 9% above the like period last year. For the four weeks ending March 21, sales were 10% above the previous year.

All 12 FRB districts showed sales gains: Boston, 29%; New York, 16%; Philadelphia, 34%; Cleveland, 16%; Richmond, 38%; Atlanta, 10%; Chicago, 10%; St. Louis, 15%; Minneapolis, 14%; Kansas City, 17%; Dallas, 12%, San Francisco, 16%.

A detailed breakdown of sales for the week will not be available until next week. For the previous two weeks sales broke down as follows:

Federal Reserve District, Area, and City	% Change from '58' Week Ending Mar. 7	Mar. 14
UNITED STATES	+ 5	+ 9
Boston District	0	—10
Metropolitan Areas		
Boston	0	— 9
Downtown Boston	— 6	—13
Suburban Boston	+12	+ 2
Cambridge	+ 6	+ 3
Quincy	+ 6	+ 3
Lowell	r—14	—13
City		
Springfield	— 1	11
New York District	— 1	— 8
Metropolitan Areas		
Buffalo	r+ 2	— 6
New York-N.E.		
New Jersey	— 2	— 8
Newark	— 6	— 7
New York	— 3	—11
Rochester	r+ 2	— 1
Syracuse	— 3	—11
Philadelphia District	+ 2	+ 4
Metropolitan Areas		
Wilmington	— 5	9
Trenton	r+ 1	3
Lancaster	r+10	+50
Philadelphia	+ 3	+ 5
Reading	+13	+12
Scranton	+ 5	14
Wilkes-Barre—Hazleton	r— 2	—16
Cleveland District	r+ 6	+ 8
Metropolitan Areas		
Lexington	—13	+16
Canton	+10	+ 6
Cincinnati	+ 9	+16
Cleveland	+ 7	+ 2
Downtown Cleveland	+ 2	— 3
Columbus	+ 6	+ 5
Springfield	+18	+ 2
Youngstown	+10	+16
Erie	— 1	+10
Pittsburgh	+ 7	+ 9
Downtown Pittsburgh	+ 6	+ 8
Wheeling-Steubenville	0	+10
Richmond District	r— 1	+11
Metropolitan Areas		
Washington	+ 2	+15
Downtown Washington	r— 7	+13
Baltimore	r— 7	+ 5
Downtown Baltimore	—17	— 7
Richmond	+ 4	+12
Atlanta District	+ 6	r+ 5
Metropolitan Areas		
Birmingham	+ 1	+ 4
Mobile	+ 2	+18
Jacksonville	+ 5	+12
Miami	+15	+ 9
Downtown Miami	+10	+ 7
Atlanta	+ 1	— 2
Augusta	**	+16
Columbus	— 5	— 3
New Orleans	+ 4	+ 2
Knoxville	r+ 3	+ 7
Chicago District	r+ 2	+15
Metropolitan Areas		
Chicago	— 8	+ 6
Indianapolis	+ 8	+ 1
Detroit	+22	+39
Grand Rapids	+11	+ 4
Milwaukee	+ 5	+14
St. Louis District	+10	+18
Metropolitan Areas		
Little Rock	+ 9	+20
Louisville	+12	+38
St. Louis	+10	+13
Memphis	+ 8	+19
Minneapolis District	r— 4	+ 9
Metropolitan Areas		
Mpls.-St. Paul	**	+ 9
Mpls. and Suburbs	**	+ 8
St. Paul	+ 3	+10
Cities		
Duluth-Superior	+ 2	+14
Kansas City District	+ 7	+19
Metropolitan Areas		
Denver	r+14	+19
Topeka	+12	+19
Wichita	+ 2	+18
Kansas City	+ 7	+21
Downtown Kansas City	— 9	+ 9
St. Joseph	—31	+17
Lincoln	r— 7	+ 9
Albuquerque	r+19	+24
Oklahoma City	+ 7	+32
Tulsa	+14	+27
City		
Joplin	r— 5	+ 7
Dallas District	+ 8	+12
Metropolitan Areas		
Dallas	+19	+26
El Paso	+17	+ 8
Fort Worth	+15	+23
Houston	— 4	— 8
San Antonio	+ 7	+29
San Francisco District	+13	+18
Metropolitan Areas		
Los Angeles-Long Beach	+14	+24
Downtown Los Angeles	0	+14
Westside Los Angeles	+ 7	+19
Sacramento	+29	+30
San Diego	+19	+21
San Francisco-Oakland	+ 9	+15
San Francisco City	+ 8	+14
Oakland	+ 2	+ 8
San Jose	+18	+26
Portland	+13	+ 8
Salt Lake City	+14	+16
Seattle	+ 5	+ 4
Spokane	+ 3	+ 3
Tacoma	+ 6	+14

r—Revised. **Data not available.

[1]During March and April changes from a year ago reflect in part the fact that last year Easter was on April 6 while this year it will be on March 29. For this reason it is estimated that in comparison with last year an allowance should be made for an increase in sales of about 2 per cent for the month of March as a whole and a corresponding decrease for the month of April. These allowances apply to the figures for the United States.

This page advertisement appeared in full-color R.O.P. in 56 newspapers.

Some typical comments from letters which are on file with tear sheets in our office.

"The registration and reproduction quality were such that no make-ready was necessary." A CAROLINA NEWSPAPER

". . . the comments from our stereo department were 'If all the color mats were like this one, we would give you a good print.'" AN OHIO NEWSPAPER

"In our opinion, the material was perfect and if we are supplied with the same type of material on any future advertisements, we know we can give you satisfactory reproduction." A SOUTHERN NEWSPAPER

"Our Stereotype Department informed me that the mats were very, very satisfactory." A NEW YORK STATE NEWSPAPER

"Our Stereotype Foreman . . . remarked that the mats were very good and, as a result, gave a good reproduction." A WISCONSIN NEWSPAPER

". . . our congratulations on the excellence . . . and fine quality of printing material which was supplied us. It is a pleasure to work with this kind of material." A NEW YORK STATE NEWSPAPER

THE EXPERIENCE OF THESE COLOR EXPERTS WITH PROGRESS R.O.P. COLOR MATS MAY LEAD YOU TO THE ANSWER TO YOUR R.O.P. COLOR PROBLEMS!

Ever since the inception of R.O.P. Color, we have been experimenting, developing, improving . . . seeking to endow Progress R.O.P. Color Mats with superior shrinkage-resistance and register-preservation.

Evidence of the progress we have been making is found in the comments of these practical R.O.P. Color men who cast from Progress R.O.P. Color Mats to publish this 4-color Sealtest copy in February and March. Their experience and the results they obtained (as well as the results obtained by some 50 other papers that ran the Sealtest copy) may lead you—if you get in touch with us—to the answers you are seeking to your R.O.P. Color problems.

No, we do not claim that Progress R.O.P. Color Mats are *the* perfect mats; for our development program is continuous, and it promises even greater outstanding qualities in the near future.

However, we do say this: Progress R.O.P. Color Mats have produced exceptionally fine results, and have received exceptionally high praise from newspapers, advertisers and their agencies.

Want to know more about them—and about their cost? (*It's far below the cost of most other R.O.P. mats, regardless of quality.*) Write or phone us . . . now.

PROGRESS PLATE MAKING COMPANY
923 Filbert Street, Philadelphia 7 WAlnut 2-0447

THE PROGRESS • HANSON • PROGRESSIVE GROUP
ONE OF AMERICA'S MOST COMPLETE GRAPHIC ARTS ORGANIZATIONS

PROGRESS Plate Making Company
923 Filbert Street, Phila. 7
WAlnut 2-0447

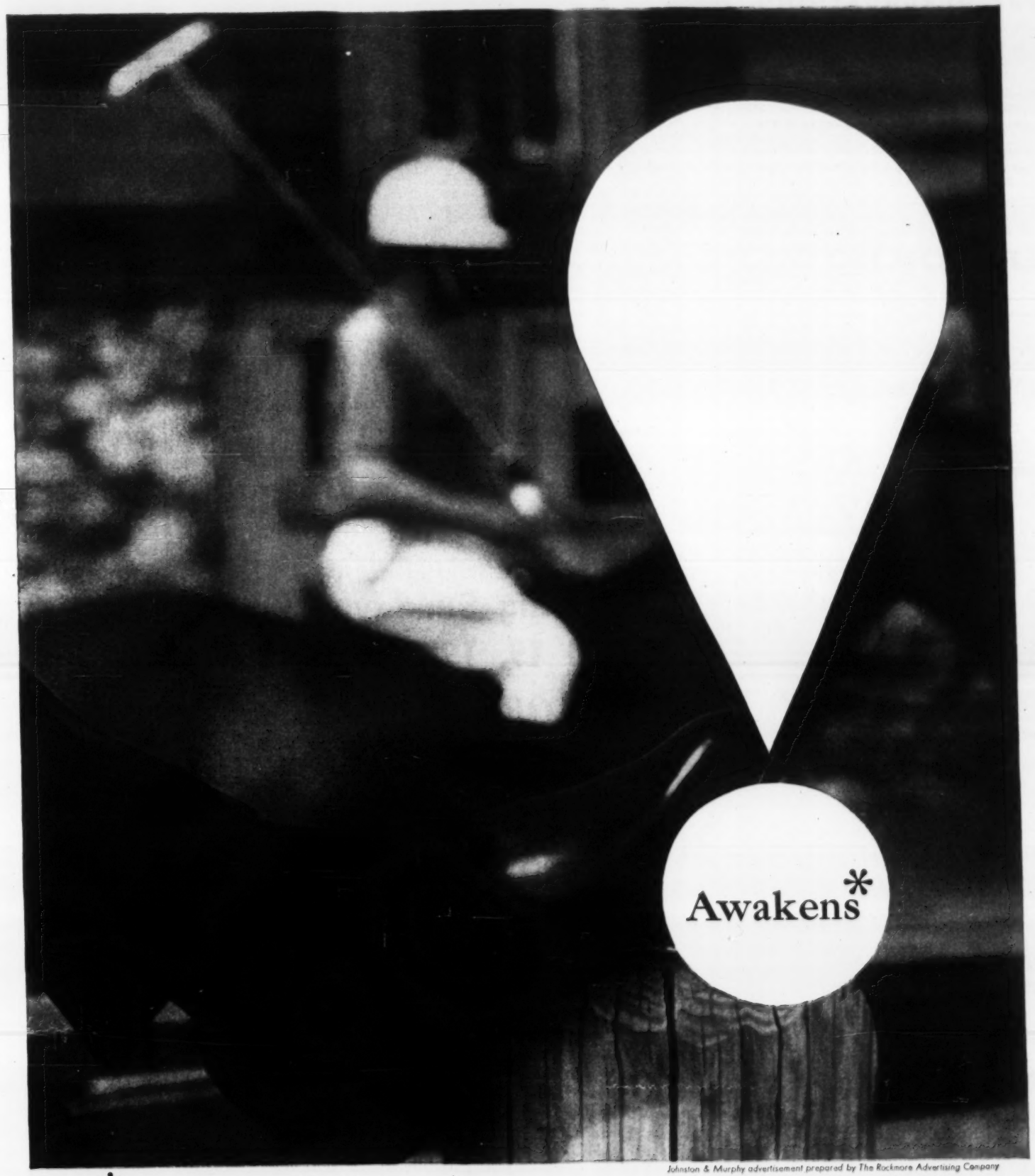
HANSON Electrotype Company
9th & Sansom Streets, Phila. 7
WAlnut 2-5567

PROGRESSIVE Composition Company
9th & Sansom Streets, Phila. 7
WAlnut 2-2711

SALES OFFICES: NEW YORK MU 2-1723 • NEWARK MA 3-5224 • WILMINGTON OL 5-6047 • LANCASTER EX 4-1675 • BALTIMORE SA 7-5302 • WASHINGTON EX 3-7444 • RICHMOND MI 7-2771

Pontiac Commissions Sandburg

Carl Sandburg has been commissioned to write a spring poem for the "Gene Kelly Pontiac Special" which will be presented on CBS-TV April 24 by the Pontiac Motor Division, Pontiac, Mich. Gene Kelly will dance as Mr. Sandburg reads his special poem in the hour-long colorcast. The agency scheduling the show is MacManus, John & Adams.



Johnston & Murphy advertisement prepared by The Rockmore Advertising Company

* "This new campaign in The New Yorker has been terrific . . . Opened new accounts . . . awakened dead accounts, including large ones . . . stimulated tie-ins in store displays . . . turned new style-ideas into a volume shoe . . . received many admiring comments from customers and retailers."

Duke Rose — *V.P. Sales, Johnston & Murphy Division, General Shoe Corporation*

THE NEW YORKER MAGAZINE

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype

in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST
NEW YORK, BOSTON, WASHINGTON, PITTSBURGH, BALTIMORE, PHILADELPHIA, PROVIDENCE, ATLANTIC CITY, SPRINGFIELD, Mass., ALBANY, ROCHESTER, BUFFALO, SYRACUSE, BINGHAMTON, N.Y. (Opens early 1959)

MIDWEST
CHICAGO, DETROIT, CLEVELAND, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS (Opens early 1959), AUSTIN, MOBILE, Ala.

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon (Opens fall 1959)

CANADA
MONTREAL, TORONTO, NIAGARA FALLS, Ont., HAMILTON, Ont.

Roswell Galbraith, 'Inquirer' Executive, Dies at 46 in Fire

DOYLESTOWN, PA., March 24—Roswell Niles Galbraith, 46, assistant to the circulation director of the *Philadelphia Inquirer*, was fatally burned yesterday morning when fire destroyed his home nine miles south of here. Mr. Galbraith's wife and children were saved, but he reentered the burning house and collapsed in the kitchen, where he was found after the fire.

Mr. Galbraith joined the *Inquirer* last June as assistant to the circulation director. Previously he had been associated with the supermarket division of the Bureau of Independent Publishers & Distributors.

After graduation from Cornell University in 1936, he became an advertising salesman for the *New York Herald Tribune*. During World War II he saw service in the Navy; after the war he returned to the *Herald Tribune* as country circulation manager. In the late 1940s he was named national circulation manager. He resigned in 1955 to become circulation director of the *News*, West Chester, N. Y., which later suspended publication.

HAROLD R. CARSON

CALGARY, ALTA., March 24—Harold Robertson Carson, 64, one of the pioneers of Canadian radio, died March 17 at St. Paul, Minn., while enroute to Florida from his home here.

Mr. Carson was president of All-Canada Radio & Television Ltd., sales representative of 29 radio and 19 television stations. He entered the Canadian radio business in the early 1920s, when he established a station at Lethbridge, Alta. He established All-Canada in 1937 and had been president since its formation. It was the first exclusive station representative in Canada.

In addition to his broadcasting interests, Mr. Carson was president of Quality Records Ltd., Toronto; vp of Taylor, Pearson (Canada) Ltd., Edmonton, and a director of Sicks Breweries Ltd. here. During World War I Mr. Carson served with the Royal Air Force.

EDWIN BALMER

NEW YORK, March 24—Edwin Balmer, 75, author and former editor and associate publisher of *Redbook*, died of a heart attack March 21 in Phelps Memorial Hospital, North Tarrytown, N. Y.

Mr. Balmer was editor of *Redbook* from 1927 to 1949 and was associate publisher until his retirement in 1953.

Born in Chicago, Mr. Balmer was graduated from Northwestern University in 1902 and received a master of arts degree from Harvard University in 1903. He then became a reporter on the *Chicago Tribune*.

He was the author or co-author of 25 novels. He also wrote many short stories, some of which were produced as plays, motion pictures or on television.

A former president of the Society of Midland Authors, Chicago, he also had been chairman of the editorial committee of the Magazine Publishers Assn. and was a member of the Union League, Harvard, and Dutch Treat Clubs in New York and the University Club in Chicago.

HERBERT ROSS DOAK

TUCSON, March 24—Herbert Ross Doak, 83, retired advertising executive, died March 16 in a hospital here. He came to Tucson from Philadelphia in 1940, shortly after retiring as treasurer of the old F. Wallis Armstrong Co., Philadelphia.

HENRY A. N. PEIRSOL

PHILADELPHIA, March 24—Henry A. N. Peirsol, 77, advertising manager of the Catholic Standard and Times Publishing Co., died March 16. He had been with the local Catholic weekly for 25 years.

ROBERT H. BUTCHER

NEW YORK, March 24—Robert H. Butcher, 24, sales representative of Transportation Displays Inc., died March 22 of a heart attack while visiting friends in Cranbury, N. J. He was a graduate of Princeton University.

Port Named to Board

Richard B. Port, advertising manager of P. H. Hanes Knitting Co., Winston-Salem, N.C., has been elected to the company's board.

Burnett Promotes Lins

Robert H. Lins, copywriter at Leo Burnett Co., Chicago, has been named copy supervisor.

• from the Old West of Gold Rush and ox wagon trains . . . to the vital New West of modern skyscrapers, atom-powered planes, turnpikes and fabulous growth.

. . . . coming Sunday, April 19, 1959

BIG — COLORFUL — EXCITING

100th ANNIVERSARY

CENTENNIAL EDITION

Rocky Mountain News

Denver's "Good Morning" Newspaper

In April, 1959, the Rocky Mountain News will complete its first century of service to the people who live in the Rockies and on the Great Plains of the West. This century has worked some mighty changes and the News has played a vital part in all of them. In our 100th Anniversary Edition, to be published on Sunday, April 19, 1959, we will tell the exciting story of the first hundred years, beginning with the "Pike's Peak or Bust" gold rush of 1859 down to the fabulous present day of turnpikes, skyscrapers, Titan missiles and atom-powered planes. This will be the story of events, places and people . . . the hardy pioneers, the prospectors, the men and women of vision who have built the Rocky Mountain West into the fastest growing region in the country. In short, it will be a lively, historically significant summary of Colorado's first century, a souvenir of Colorado's Rush to the Rockies Centennial that readers will treasure for a lifetime.

A limited amount of
ADVERTISING SPACE
still available

providing reservations reach us by April 9 . . . and printing material is in our plant by April 13th.

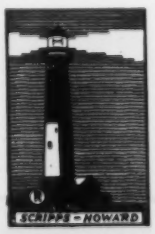
REGULAR CARD RATES

Tabloid—1,000-line page, 5 columns by 200 lines

N. L. JAMES
Manager, General Advertising

Rocky Mountain News
Denver 1, Colorado

Or Your Nearest Office
General Advertising Department
SCRIPPS-HOWARD NEWSPAPERS



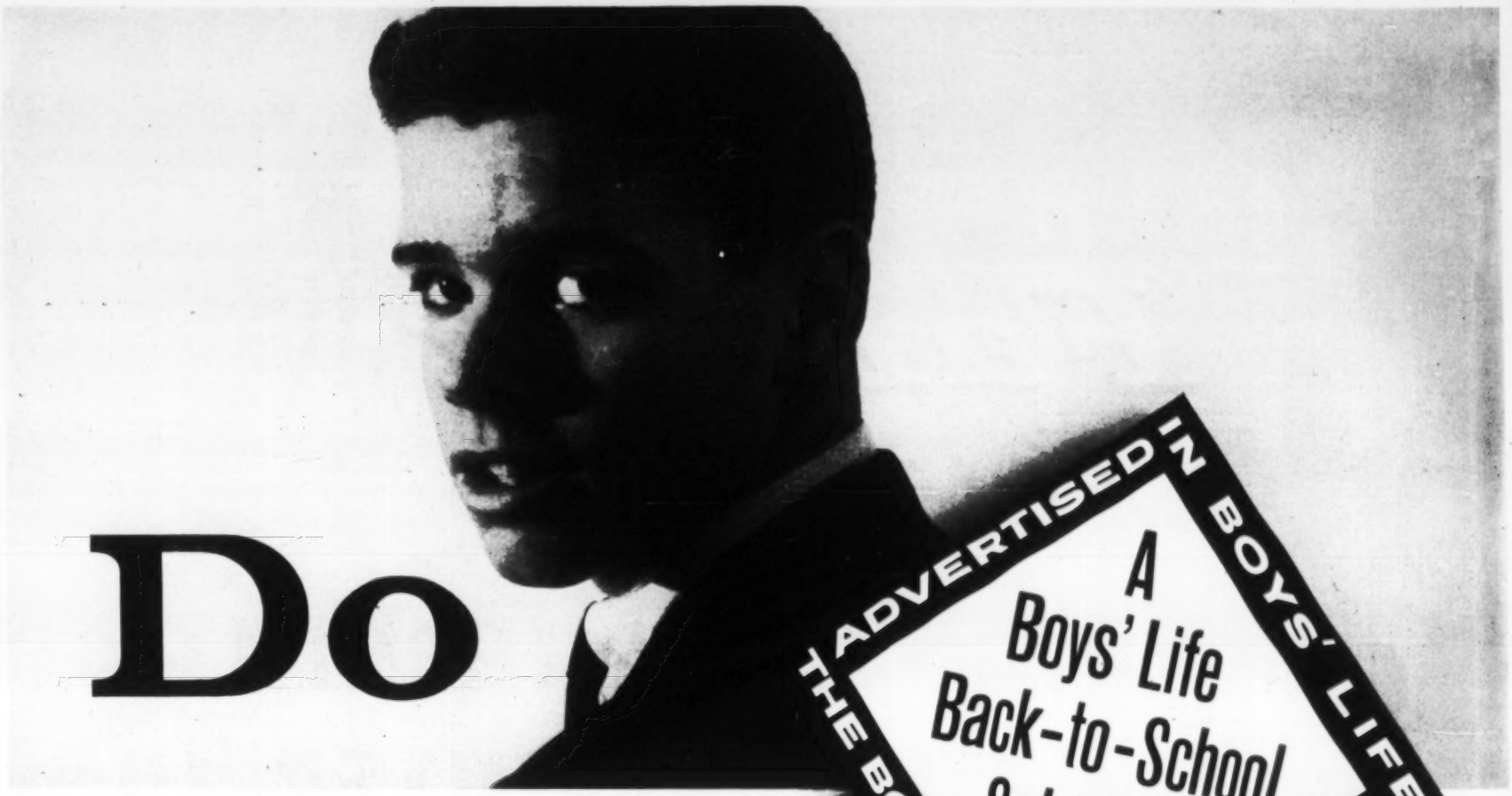
Rocky Mountain News

COLORADO'S FIRST NEWSPAPER — Founded in 1859

Represented by

SCRIPPS-HOWARD NEWSPAPERS

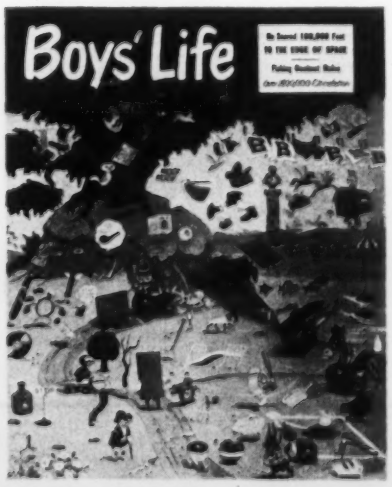
New York · Chicago · Detroit · San Francisco · Dallas
Philadelphia · Cincinnati



Do you

know that we are the only large circulation youth magazine that publishes during the summer? This means that, for back-to-school advertising, the BOYS' LIFE September issue (in its readers' hands by August 25), is the most effective youth medium to use.

Now, as a special assist to advertisers in the September issue, we have built a new back-to-school promotion around the power of this seal. Used as tags, stickers, and display cards and posters, the seal identifies its product with the integrity of the magazine and the unequaled loyalty of its readers. (Ask any boy what he thinks of BOYS' LIFE. Or, better still, ask Starch to show you the kind of unbelievable readership scores our boys rack up for your ads.)



Well, the promotion will be an all-issue affair. There'll be a special back-to-school cover for September and a batch of editorial features; articles and fiction, setting the back-to-school mood for your advertising.

Of course, we'll supply your sales staff with the complete package to carry to the field. But, for the heavy merchandising support, we'll provide hand tailored store material to meet each advertiser's needs – using the seal where desired.

If you're interested, the list of advertisers already in includes top accounts in boyswear, stationery, typewriters, shoes, and fountain pens. If you haven't looked into it yet, may we suggest you do? We're sure you'll find it a most profitable promotion, professionally handled and well worth your effort.

BOYS' LIFE 1,847,240 NET PAID

The Magazine That Reaches The NEW GENERATION Published By The Boy Scouts of America

Family Weekly

4,456,911 CIRCULATION CONCENTRATED IN THE TYPE OF MARKETS

WHERE 80% of all Home Freezers are sold.....

Add Family Weekly, and you cover the world's largest retail market

YOUR MOST RESPONSIVE MARKET FOR FROZEN FOODS, CONVENIENCE FOODS AND APPLIANCES.

The 1,830,000 home freezers in the giant market saturated by FAMILY WEEKLY and its 178 distributing newspapers stamp it as one of the country's greatest potentials for appliance and convenience food sales.

FAMILY WEEKLY households rank far above average in ownership of home freezers. Nearly one out of every four families has one—a record over 50% above the average of all Starch-measured magazines. Grocers in the markets saturated by FAMILY WEEKLY do a whopping $6,925,614,000—14.4% of the U. S. total of food store sales.

FAMILY WEEKLY readers serve more meals at home. They do more home entertaining. They buy more food and equipment for home use. They are responsive to advertising in FAMILY WEEKLY. And to the colorful food pages that feature authentic, kitchen-tested recipes and menus in every issue.

FAMILY WEEKLY's saturation of 178 markets is an important influence in the purchases of 4,456,911 homes each weekend. It reaches an average of more than SIX out of every ten families in 565 counties (where its coverage is 20% or more). It averages over NINE out of ten families in 178 city zones. *No other single medium can deliver such penetration and impact in* FAMILY WEEKLY'S *178 key markets.*

Your FAMILY WEEKLY representative can show you why, alone or in combination with other media, FAMILY WEEKLY belongs high on your media list. Call him today

Of the $385 million in home freezer sales last year, 80% were made in communities with populations of 250,000 or less. FAMILY WEEKLY saturates 178 of these markets. The freezers owned by FAMILY WEEKLY readers equal the number of freezers sold throughout the entire U. S. last year!

FAMILY WEEKLY MAGAZINE, Inc.
Leonard S. Davidow, *President and Publisher*
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Building
CLEVELAND 15: 604 Hanna Building
LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue
SAN FRANCISCO 7: Blanchard-Nichols, Assoc., Phillips & Van Orden Bldg., 900 Third Street
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Building

that can be reached in such depth with a single medium

BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Along the Media Path

WJR, Detroit, is sending out a three-dimensional mailer to national advertisers and agencies: A box with a pair of dice all single-spotted, so they invariably roll "snake eyes." The theme is "Snake eyes means you lose." The piece illustrates the station's policy of no double or triple spotting. Same art and copy are being used in ads.

• The **Chicago Daily News** says that as far as it has been able to determine it is the first newspaper to reproduce the portraits on U. S. currency from the $1 bill to the $100,000 bill. The newspaper took advantage of a new U. S. law which allows printed illustrations of money to accompany news items in newspapers. The illustration must be in b&w and either less than three-fourths or more than one-and-a-half times the size of the actual money. The *News'* reproductions were part of a special section March 19 on banking.

• **Steel** will present its Workshop Report No. 1 in Cleveland on April 1. This workshop will deal with "Emotional Factors Underlying Purchases & How to Employ Them in Your Selling & Advertising to Metalworking." For further information write *Steel's* marketing workshop, Penton Bldg., Cleveland 13.

• When **National Business Publications** switched banks, it decided to personalize its checks. Naturally, the checks are printed in brown ink on green paper—NBP's colors—but in addition a message is on the reverse side. It says: "Network of business know-how—Technical, professional, scientific, industrial, merchandising and marketing magazines in the U. S. and Canada—many of which make up the membership of National Business Publications—constitute a network of specialized know-how unexcelled in communicating adult education and business information about new developments in product, method and service."

• **Independent Magazine**, which styles itself as "Kansas City's weekly journal of society" and claims to be the oldest weekly journal of society in America, celebrated its 60th year of continuous publication in March.

• **Department of New Laurels:**

Coronet reached the highest circulation level in its history during the second half of 1958, with an average of 3,068,430.

Vision and **Visao** have maintained their advertising gains pace set in 1958 in the first quarter of 1959. The seven issues of *Vision* totaled 202.5 pages, 12% more than in 1958, and *Visao* in ten of its 13-quarter issues reported, carried 272 pages through the March 6 issue, a gain of 13% over last year.

The January-April, 1959, issues of **Outdoor Life** set a 61-year record in ad revenue. Revenue for the period hit $1,140,600, a 14.4% increase over the first four months of 1958.

The **Seattle Times'** classified section on March 13 carried 13 pages, the heaviest volume the paper has ever carried.

The **News**, Pampa, Tex., published its largest edition since 1952 on Feb. 22, with a total of 64 pages, containing 56,210 lines of advertising. It was the "Saluting the Employes" edition, climaxing a "friendliest, most courteous" employe awards poll, with 54,442 readers casting votes.

Successful Selling carried 130.5% more advertising in the first quarter of 1959 than in the same quarter of 1958.

The **New York Times** 1959 international travel section was the largest in the paper's history. The 46-page standard-size section carried 75,381 lines of advertising, an increase of 12,903 lines over the 1958 section.

True had a 23.5% gain in advertising revenue for the first four months of 1959 as compared with the same period of 1958. The revenue for the period of January-April, 1959, was $1,304,511, an increase of $248,369 over the figures for the same period of 1958.

The circulation of **Look** averaged 5,704,000 during the six-month period ending Dec. 31, 1958, the highest in the magazine's history, and a 6.1% increase above the circulation for the corresponding period of 1957. #

A good SALESMAN is more believable...

and so is a good STATION!

CITY people, farmers, *everybody believes* a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

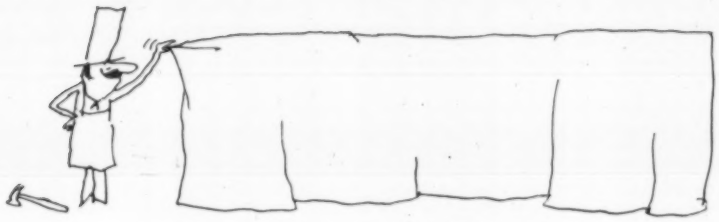
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives

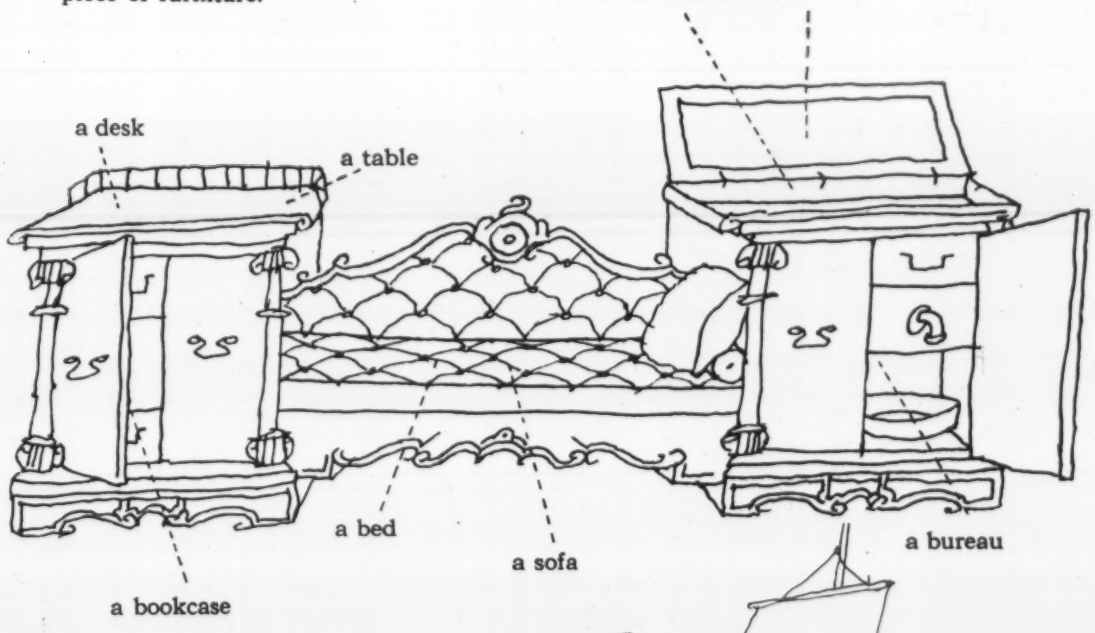
The jack-of-all-furniture

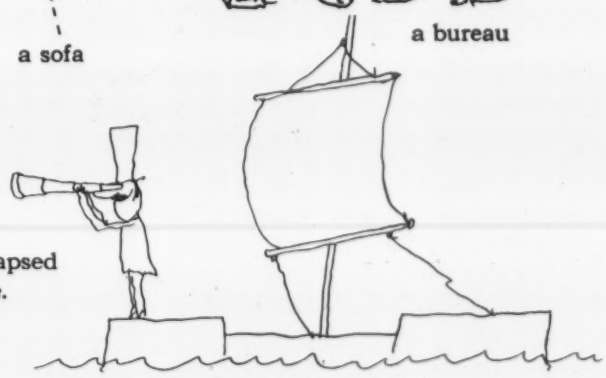
that almost ended all furniture

Round about 1850,
an English cabinetmaker
named Taylor
devised a most monstrous
piece of furniture.



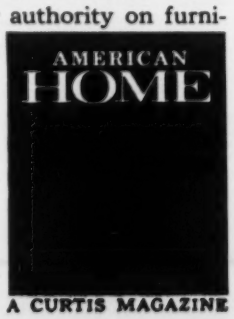
It might well have stopped the furniture industry
dead in its tracks. For the monster
was a potpourri of almost everything
everybody could ever want—
a washstand and mirror





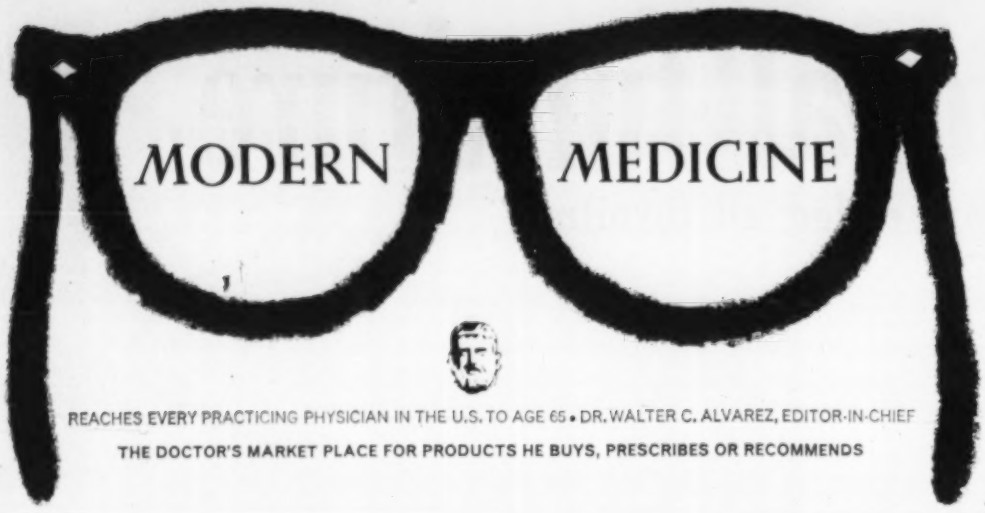
And in case of flood the whole thing collapsed
and became a 50-foot life raft. Unsinkable.

Fortunately, it flopped. Had poor Taylor been able to advertise in American Home, things might have been different. For if American Home can't sell it, nothing can. It's the magazine relied on by so many of today's most money-making manufacturers. Some 12,000,000 readers (3,600,000 families) regard American Home as their authority on furniture and floor coverings and appliances and draperies and just about everything else. One reason for their munificent buying is that every month a major part of their favorite home-service magazine is devoted to news and ideas about all kinds of furnishings. Makes American Home the perfect setting for selling.



A CURTIS MAGAZINE

SELL THE DOCTOR WHEN HIS MIND IS ON MEDICINE . . . IN



REACHES EVERY PRACTICING PHYSICIAN IN THE U.S. TO AGE 65 • DR. WALTER C. ALVAREZ, EDITOR-IN-CHIEF

THE DOCTOR'S MARKET PLACE FOR PRODUCTS HE BUYS, PRESCRIBES OR RECOMMENDS

Empresa Colombiana Reports '58 Billings of $2,632,493

Empresa Colombiana de Propaganda, Bogota, Columbia, reports billings of $2,632,493 in 1958, including $244,730 in capitalized fees. Comparable figures in 1957 were $2,497,020 and $184,406.

New accounts listed by the agency last year included Arrow Inter-America, Bristol-Myers, Johnson & Johnson Inter-America, Buraglia, Sanforizado, *Life* and Calzado la Corona. Media breakdown: Newspapers 41.5%, radio 30.3%, television 13%, magazines 1.9%, transit 1.7%, supplements 0.5% and other media 11.1%. The agency has 26 employes and expects volume to rise 20% in 1959.

Band of Gold Names Wells

Band of Gold Inc., Detroit, marketer of perfumes and colognes, has appointed William Wells Inc., Detroit, as its agency. The company said it plans to expand into West Coast markets soon.

'Save' Postpones Debut; Will Run Three-City Test

NEW YORK, March 24—*Save*, new bi-monthly magazine with information on discounts, premiums and coupons that manufacturers offer consumers, has postponed its scheduled March debut.

Publication of the digest-size magazine has been delayed because there were not enough participating advertisers to go ahead on schedule, and now the publishers have decided to wait until tests can be made in selected markets.

A company executive said a test issue will be distributed in June in Fort Wayne, Muncie, and Richmond, Ind., with the following advertisers participating: Bristol-Myers Co., Borden Co., Colgate-Palmolive Co., Pillsbury Mills, Procter & Gamble and RCA records.

Save is owned by Rapid-American Corp., parent company of Rapid Electrotype Co. and American Colortype Co. H. Bernstein is general manager of *Save*, and Walter Eichenberger is advertising manager.

■ Mr. Bernstein told ADVERTISING AGE that following the Indiana test, they plan to launch regional distribution in October in two or three areas, still to be decided, and that full national distribution will be undertaken early in 1960. When first announced, *Save* said it would have a circulation of 25,000,000 U.S. households (AA, July 28, '58).

Inez Holland, former president of Inez Holland House, toys and novelties manufacturer, continues as publisher of *Save*, Mr. Bernstein said, but Sterling Advertising Agency, originally named to handle advertising for the publication, is no longer in the picture, and neither is Samuel Rivkin Co., which was named to handle the account in December (AA, Dec. 15). A new advertising agency will be named, probably in the fall, he said.

A test run was made last November, Mr. Bernstein said, in Rockford, Ill., where 49,500 copies of *Save* were mailed Nov. 17, and in Jacksonville, Fla., where 88,700 copies were mailed Nov. 19.

In Rockford 29% of *Save* readers, he said, redeemed coupons and 15% did so in Jacksonville, Over 75% of the sample in both cities said that the magazine appealed to them.

■ *Save's* pilot issue offered coupons of five major product advertisers. An audit in Rockford supermarkets, he said, showed *Save* coupons accounted for 74% of Colgate toothpaste sales; 72% of Kraft Italian dressing sales; 55% of General Mills Betty Crocker boston cream pie sales; 44% of Kraft spaghetti dinner sales; and 25% of Lever Bros. Good Luck margarine sales.

The publication will guarantee 98% delivery of every issue, and each advertiser will receive proof of circulation, namely, a copy of the post office receipt and the billing for undelivered copies.

Editorially, the plan is to digest articles on fashions, decorating and cooking from other magazines. #

Kline to Altman-Gilbert

Lloyd Kline, for the past five years sales representative for *Wallaces' Farmer*, *Prairie Farmer* and *Wisconsin Agriculturist* working out of Des Moines, has been named a partner, vp and account executive of Altman-Gilbert Advertising Agency, Des Moines.

Hix Named KHOW Manager

Robert S. Hix, formerly general manager of KOA, Denver, has been named general manager of KHOW, Denver.

Orlando Sentinel-Star

has the

largest circulation

in Central Florida

Orlando Sentinel-Star

BRANHAM AND COMPANY / *National Representatives*

OFFICES: Chicago - Detroit - Charlotte - Atlanta - St. Louis - San Francisco - Dallas - Memphis - Los Angeles - New York

This Means You Can't Cover ALL of Florida without Us. . . . . The Orlando Papers have 6 times the TOTAL circulation of Jacksonville Times-Union, Miami Herald and Tampa Tribune in Our Five county area that spends more than a half billion dollars a year.

GATEWAY TO THE MOON

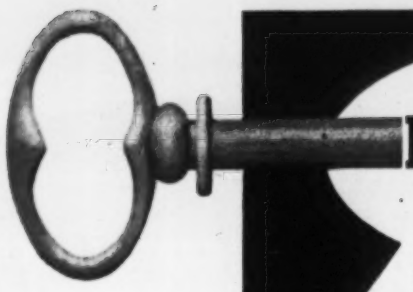
Orlando Sentinel-Star Circulation Dominates The Cape Canaveral [Missile Base] area Completely with its Pink Regional Supplement.

Best Seller in* CINCINNATI *because:

Here is a formidable coalition of magazine prestige and color, newspaper penetration and selectivity.....

the EXTRA dimension of great newspapers...

HOME EDITED GRAVURE MAGAZINES



your key to a

HIGH INCOME MARKET

The ELKS Magazine delivers a class audience of 1,230,998 men with a *median income of $6,798.* 23.1% earn $10,000 or more.

Elks incomes rank 7th among readers of the 55 magazines in the Starch survey.

Higher incomes enable Elks to *spend* more . . . more *often* . . . as shown by the high rating of Elks in most ownership classifications in Starch.

To best reach and sell this high income men's market, advertise in The ELKS Magazine.

More information? Write for a copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16, 386 Fourth Avenue · CHICAGO 1, 360 N. Michigan Avenue · LOS ANGELES 17, 1709 W. 8th Street

Reach America's biggest families

The FIRST of the big spenders!

Nobody—but nobody—spends money like the heads of big families. It's as simple as this: what children want and need—parents buy! And when it comes to big family units, there's one sure way to reach them. This is through the well-read pages of the Our Sunday Visitor-Register Unit.

Week after week, America's biggest families—Catholic families—look to Our Sunday Visitor or The Register for religious news and features they can get in no general media. Scores of cost-minded national advertisers know that it pays them well to reach our readers—THE *FIRST* OF THE BIG SPENDERS.

For facts about this concentrated market of "big spenders"—a market you could be missing—let us send you the complete interesting story of the OSV-Register Unit. Call or write today!

A LOT OF BIRTHDAYS!

A recent study shows that OSV-Register Unit families account for as many births per year as these FOUR cities combined!

NEW YORK	166,815
CHICAGO	98,703
BALTIMORE	39,763
BOSTON	23,801
Total	329,082
OSV-Register Unit families	330,842

Dollars and sense logic

June 30, 1958 ABC Publishers' Statements show that Our Sunday Visitor-Register Unit has a circulation of 1,662,522. An actual BONUS of 27.9% over the Unit's guarantee of 1,300,000—a gain of 5.9% over June 30, 1957. Cost per page per thousand delivered circulation is only $2.53.

OUR SUNDAY VISITOR—REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

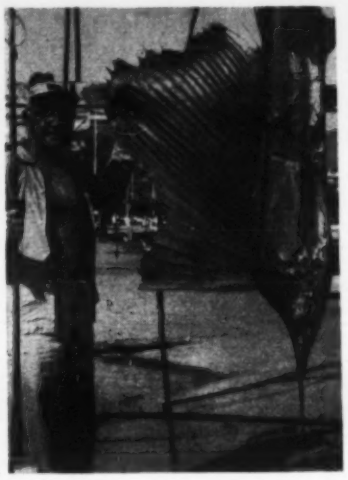
Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St./CEntral 6-0481 • NEW YORK-16 E. 39th St., Room 519/Lexington 2-8188

Getting Personal

Henry P. Boynton, head of the Cleveland agency that bears his name, at age 80 has turned playwright. He is finishing a musical about Jim Brown, a ripsnorter and counterfeiter in Ohio canal boat days. It will be performed by a summer theater group in suburban Peninsula, O., where Henry lives . . . Other Cleveland news: **Stuart Buchanan,** account exec, and **Larry Gray,** art director at McCann-Erickson, are modeling for the client, Standard Oil Co. of Ohio. They are appearing in ads, staunchly saying: "My car won't run on anything but Sohio's Boron" . . . **John MacArthur,** salesman for McGraw-Hill in Cleveland, scored 20 points and was hottest on the floor in a basketball game between the McGraw "Hillbillies" and the "Wildcats" of Griswold-Eshleman Co. . . . **Heinz Stadthagen,** media director of Griswold-Eshleman, left March 18 for a five-week tour of European markets . . .



BIG CATCH—*J. Seymour Margules, assistant vp of advertising and sales promotion for Western Union Telegraph Co., shows off the 105 lb. sailfish measuring almost 10' which he caught at Acapulco "after six tries in as many years."*

Nancy Schoenfield, daughter of **Al Schoenfield,** production manager of Honig-Cooper, Harrington & Miner, San Francisco, is racking up quite a track record. She's won a first place emblem as a member of the 200-meter medley relay winner in the national age group category of AAU, and has three first place national awards and one third place award won in the recent National Junior Olympics—and she's all of ten years old . . .

George H. Oestreich Jr., assistant publication manager of *Holiday,* is the new mayor of Baxter Estates, N. Y., and **Henry F. Woods Jr.,** vp of Young & Rubicam, is one of the two new village trustees there . . .

Joseph M. Arnstein, vp for circulation of Esquire Inc., will be feted April 2 at a company party honoring his 25th anniversary with the company. He joined *Esquire* as a subscription clerk in Chicago in 1933 . . . **Victor J. Clevasco,** senior vp and a director of Albert Frank-Guenther Law, New York, on March 12 celebrated his 25th anniversary with the agency on what he terms "my first and last job." . .

Memento department: Rheem Manufacturing Co.'s home products division has awarded a gold-plated Stillson wrench to **Richard Bandler,** head of the agency bearing his name, in recognition of the agency's success in promoting the Rheem trademark in classified telephone directories . . . **Herbert G. Ahrend** of Ahrend Associates, New York, is the possessor of a new gavel, awarded him by the National Sales Executives as the "symbol of leadership in the development of ideas that sell." . . **Charles G. Iwanicki,** ad director of the Record-Journal Newspapers, Meriden, Conn., and immediate past president of the New England Newspaper Advertising Executives Assn., has been presented a wrist watch by the association . . .

Hamilton Cochran, automotive marketing manager of *The Saturday Evening Post,* finds he has a new crusade on his hands, correcting the wrongs meted out to **Benjamin Franklin,** esteemed founder of the *Post.* He's pictured here holding a rare Staffordshire figurene (*circa* 1820) of Mr. Franklin. The only trouble is the statuette is plainly marked "The Old English Gentleman." He bought the mis-identified figurene in a Philadelphia antique shop, and promptly began looking for other such cases of misidentity. He didn't have to look far. In the library of the Philosophical Society is one labeled "Gen. Washington." And in a glass case of the Poor Richard Club (America's oldest adclub) is yet another, mis-enscribed "Washington." . .

Straight from Bombay, India, comes news that **Roger Fawcett,** vp and general manager of Fawcett Publications, shot a 9 ft., 5 in., Royal Bengal tiger on the first day of his safari . . .

Charles H. Brower, BBDO president, April 4 will receive the plaque given yearly to the Rutgers alumnus who has "served his community, professional field and the university with distinction." A 1925 grad, he's served his alma mater as trustee and member of the board of governors . . . Hawaiian statehood was an unexpected bonanza for **Nancy Webb,** in the pr department of BBDO in New York. Several years ago, she and her husband, Jean Francis Webb, co-authored the book, "The Hawaiian Islands, from Monarchy to Democracy." The only such book for teen-agers, giving the complete history of the islands, it's now set for renewed promotion by Viking. This was not her first publishing venture; Mrs. Webb is also the author of "Golden Feathers," "Marcia Blake, Publicity Girl" and "Parties for Pennies." . .

Robert E. Johnson, senior vp of sales and pr for United Air Lines, celebrated his 30th year with the company on March 15 . . .

The biggest home run in America now starts from First

No, we're not changing the ground rules of America's favorite sport. We're simply acquainting you with an interesting fact, now that '59's spring training has begun: the weekday Los Angeles Times gets to more home plates than any other newspaper in America.

Here at The Times dugout on First Street in Los Angeles, we're not surprised. The weekday Times home-delivered circulation alone—a thumping 397,851—is greater than the *total* weekday circulation of any other Los Angeles newspaper.

And what homes! The Times reaches 66% more upper-income families than the second ranking newspaper... 60% more home owners... 134% more professional and executive households.

Here in America's fastest growing major market, where new arrivals now average 605 a day, The Times is making the largest circulation gains. And it delivers 83.5% of its weekday circulation *home* – where the buying decisions are made.

So if you want to cover all the bases in Los Angeles, start your advertising's home run from First.

That's the home base of The Times.

First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta, and San Francisco

**The boom at the upper level, number 2:
a message to business.**

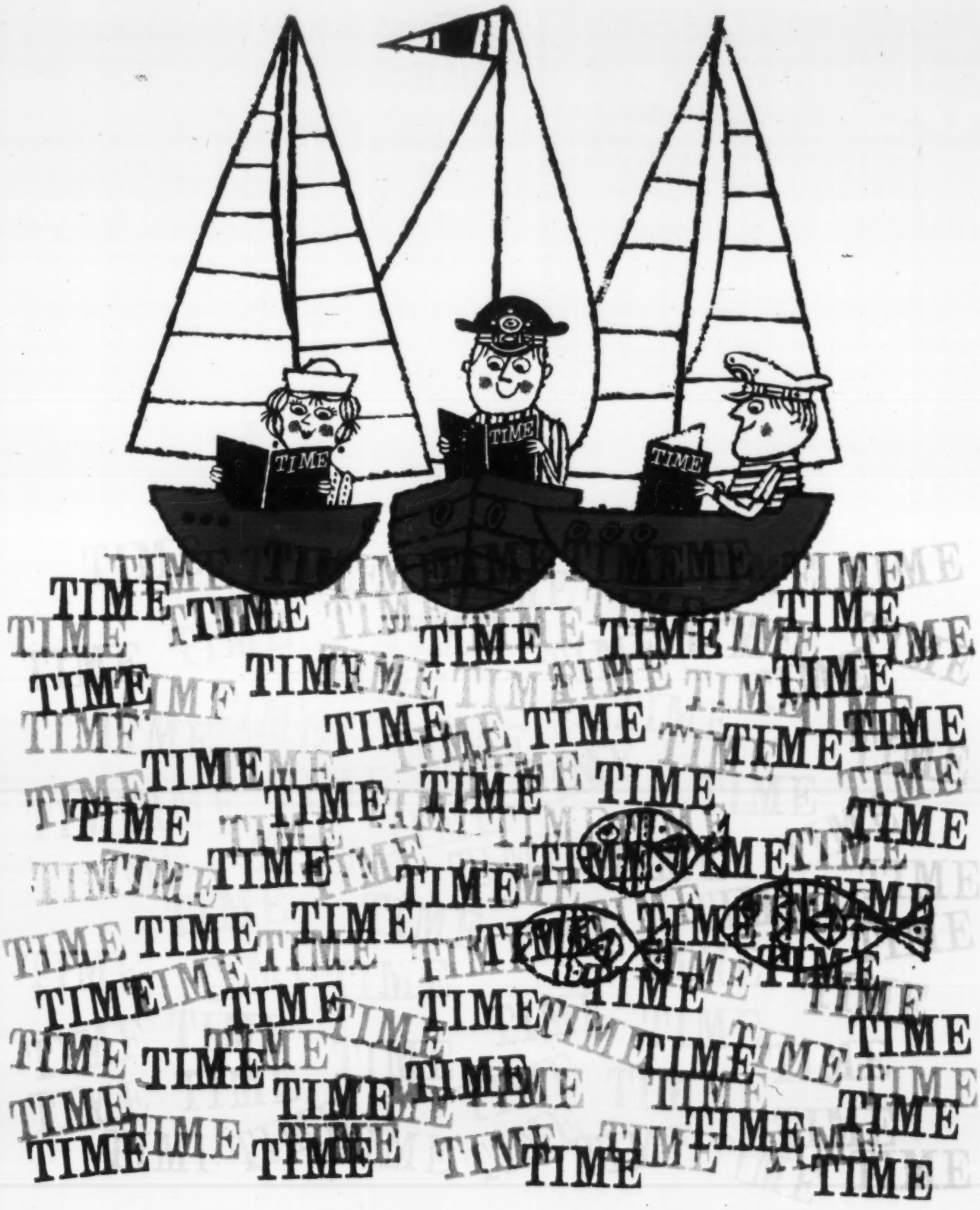
MILLIONS ARE ENJOYING

In 1948 the families in the United States numbered some 42,600,000. In 1958 that number had grown to 52,000,000—an increase of 22%.

But while this was happening:

- **Families with incomes of $10,000 and over showed an increase of 235%.**
- **U. S. overseas travelers increased some 215%.**
- **Automatic clothes washer sales increased 189%.**

Throughout America the same dramatic change has been tak-



THE CLIMATE OF ACHIEVEMENT

ing place in automobile showrooms, in hi-fi salons, at travel agents' offices, in appliance sales centers. A new kind of customer is showing up in large numbers.

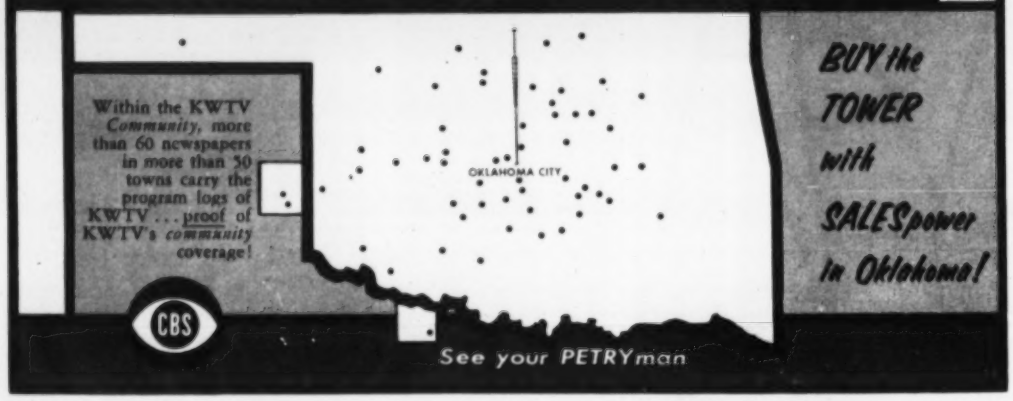
The revolution at the upper level is powered by somewhere between 8 to 10 million families who continue to make the decisions, establish the trends, set the styles of this nation on a local—and a national level. Of course, they do it with the consent (and even the admiration) of their fellows.

Are they all TIME readers? Of course not. But a great majority of them rely on TIME to keep them well informed; .and those who don't are surrounded by TIME-reading friends, business associates, colleagues and families.

These millions are going to spell success for the companies they favor, whether these companies make cameras or chemicals, fashions or file cabinets. And whom they favor depends on what advertisements they read. And where they read them. You can reach these millions with maximum effectiveness—again and again—*only* in the pages of their favorite magazine; TIME, The Weekly Newsmagazine*.

*which achieved an all-time circulation high of 2,410,000 with its issue of March 2.

PROGRAM LOGS prove
the Community Acceptance of
KWTV OKLAHOMA CITY


Within the KWTV Community, more than 60 newspapers in more than 50 towns carry the program logs of KWTV . . . proof of KWTV's community coverage!
OKLAHOMA CITY
CBS

BUY the TOWER with SALESpower in Oklahoma!

See your PETRYman

Few Client Shifts at Baker Agency; 6 of 11 Have Been in Shop 36 Years

Baker Family Has Run Canadian Shop Since It Was Established in 1916

TORONTO, March 24—Baker Advertising Agency, which last year billed $6,500,000, has 11 clients—and six of them have been with the shop for 36 years or more.

Oldest client at Baker is Manufacturers Life Insurance, which signed on in 1916. Carnation Co. Ltd. went aboard in 1918. Adams Brand Sales (Chiclets) named Baker in 1919; Kodak followed in 1920; and Frigidaire of Canada was a late comer, moving to the agency in 1923.

That was the same year Baker was named by a food company. But the agency didn't get to do much advertising for it, because the client was absorbed by General Foods. And that's how Baker started handling GF of Canada, now its biggest piece of business. Baker, incidentally, has handled the ad bows of more than 40 different General Foods' products and is currently working on eight major GF brands.

■ If Baker is distinguishable for its longtime clients, it is also unusual for its single-family management. The agency was founded by R. A. Baker, who had previously been business manager of the *Toronto Daily Star*. Today it is headed by his eldest son, W. R. Baker. Two other sons also entered the business. R. C. Baker is now vp and account supervisor. Howard F. Baker, who died in 1954, also had worked up through the ranks at the agency. The sons all started in the business as 50¢-a-day parttime apprentices.

W. R. Baker

■ The 48-year-old agency—which today handles 56 different products, including 24 leading Canadian brands—was a pioneer in several fields. It was the first to buy space in the comics section of the *Toronto Star Weekly*, and it was the first to use split color pages in the roto sections of weekend papers. Baker was also an early advocate of consumer research, setting up its panel of urban and rural homes in Ontario as well as a second panel spread across Canada.

■ Long active in radio and television, Baker claims to be the first agency to specify exact times for spot radio commercials. An example: purchase of the last 60 seconds prior to 8 p.m. newscasts.

Baker is proud of its handling of advertising in the French language, which means mostly in Quebec. The agency claims first or second place in sales for 29 of the 56 products it promotes in that language. It attributes its success in French Canada marketing to its early recognition of the need for concentrating on Quebec as a separate and distinct market, to be wooed in its own idiom. #

Capital Airlines Sets Major Push in Four Magazines

Capital Airlines will run its first large scale magazine ad program since 1956 starting in the March issues of *Sports Illustrated*, *The New Yorker*, *Time* and *U. S. News & World Report*. Capital has scheduled 36 full-page ads in the four publications.

The subject for the initial ad is Mel Garlow, a Capital pilot, who on March 7 became the nation's first commercial pilot to log more than 1,000,000 miles in jet-powered aircraft. Kenyon & Eckhardt is the agency.

Armstrong Cork Establishes International Marketing Unit

Armstrong Cork Co., Lancaster, Pa., has set up an international marketing division to supervise sales activities overseas, whether by export or by foreign manufacturing operations. Fred M. Ritts, formerly head of the old export division, will be general manager of the new division. Richard C. Stork, formerly manager of building materials and industrial sales in the export division, will be assistant general manager.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

AN OPEN LETTER TO SOME TOBACCO COMPANIES AND THEIR ADVERTISING AGENCIES

Although this seems difficult for people connected with the tobacco industry to recognize, there are some people who should not smoke. Many people who have ulcers, high blood pressure or heart conditions, are ordered by their doctors not to smoke. In the case of phlebitis, smoking may be lethal.

Most people after they have acquired the cigarette habit find it difficult and often painful to stop smoking. Some years ago research scientists at Loyola University of Chicago discovered a compound that was harmless, pleasant and easy to take, yet would help anyone who wanted to stop or cut down smoking. This is marketed by the Campana Company of Batavia, Illinois. It is called Bantron.

Bantron has behind it a long background of clinical testing. It is used by many doctors themselves and recommended by doctors to their patients. There is overwhelming clinical proof that it actually does what is claimed for it.* Having examined this proof, leading magazines and newspapers in the United States, in Canada and in other countries around the world have carried and are carrying Bantron advertising. However, in this country some cigarette companies and their agencies have been making insistent efforts to get publications to refuse to carry this advertising.

In some ways this seems strange. Bantron advertising does not in any way attempt to dissuade people from smoking. It does not tell them that they should not smoke or that smoking is bad for them. It contains such phrases as: "To smoke or not to smoke is something everybody has to decide for himself. However, sometimes on doctors orders or for some other reason, a person may have to give up or cut down smoking."

Bantron is in no way a threat to the consumption of cigarettes, as is shown by the rising curve in sales and profits of the cigarette companies. It is much less of a threat than the reams of publicity appearing in magazines and newspapers about the dangers of cigarette smoking to health.

Leading publications who have carried Bantron advertising have come to us and told us that because of the pressure from cigarette advertisers they had to stop publishing the advertising. Some of them, we are glad to say, have refused to be intimidated. However, practically no publication of any importance carrying Bantron advertising, is without this pressure. Again and again, the same story comes back to us from the publications.

This sort of pressure is exercised at every point. A transportation company was threatened by a leading cigarette company with the loss of freight because the testimonial of one of its employees appeared in a Bantron advertisement.

This approach to Bantron advertising by the cigarette companies and agencies concerned is to say the least disquieting. We believe it is bad for them and bad for the advertising industry.

What they are in effect saying is that no matter what your doctor advises, no matter how necessary it is to your health for you to quit smoking, they will do their utmost to prevent you knowing that there is anything which can easily, pleasantly, and effectively help you to stop. They will, as far as they can, deny Bantron the right to advertise.

We think that this attitude is not only callous and arrogant, but bad business. It is bad for everyone when large advertising appropriations are used as a club in this manner. We are therefore appealing to those concerned to recognize these facts:

1. **There are many people who for medical and other reasons wish to stop or cut down smoking.**
2. **Bantron is a reputable, proved aid to this end, and people who need it should be allowed to know about it.**
3. **Bantron is no threat to the cigarette companies' volume or profits.**

We would also like to suggest that any tobacco company or any advertising agency who does not wish to be associated with the tactics which we have outlined, should make it clear to publications that carrying or not carrying Bantron advertising will in no way influence the amount of cigarette advertising placed with them.

H. W. KASTOR & SONS ADVERTISING COMPANY

75 East Wacker Drive • Chicago 1, Illinois

*See: *Rapp, G. W. and Olen, A. A.: A Critical Evaluation of a Lobeline-Based Smoking Deterrent, The American Journal of the Medical Sciences, July, 1955.* (*Reprint on request.*)

Rapp, G. W., Dusza, B. T., and Blanchet, L.: Absorption and Utility of Lobeline as a Smoking Deterrent, The American Journal of the Medical Sciences. March, 1959. (*Reprint on request.*)

YOUR ad DESERVES
the Columbus DISPATCH

Your client has a hot product . . . you've turned out a hotter campaign! Don't waste this combination on a second-rate advertising medium in a bogged-down market! The DISPATCH is read in 4 out of 5 homes daily in the BIG, BUYING CENTRAL OHIO MARKET! Check the facts and figures yourself . . . you'll see that The DISPATCH is the only right choice in Columbus!

Representatives:
O'Mara & Ormsbee, Inc.

Optional combination rate with the morning Ohio State Journal now available.

The Columbus Dispatch

CO-OP—*Point of sale streamers like the above are being used in a cooperative promotion by White King Soap Co. and A. E. Staley Mfg. Co. for White King granulated soap and Sta-Flo liquid starch. A 35-market radio campaign and 1,000-line newspaper ads in 19 cities and ads in the March and April issues of Everywoman's Family Circle, Sunset Magazine, and Western Family as well as a full-page in the Pacific edition of Reader's Digest push the two products.*

Vickers & Benson Boosts Craig

Neil R. Craig has been appointed executive copy director of the Toronto office of Vickers & Benson. He has been with the agency five years.

Minneapolis throws light on how municipalities purchase equipment

When city governments buy equipment, the purchasing process usually involves the recommendations of the engineers in charge of the project and the approval of administrative and policy-making officials, such as the mayor and city council. The Minneapolis story is no exception.

Ralph Sprungman

Recently Lake Street received the "new look". Street widening and resurfacing, new sidewalks, and installation of General Electric fluorescent luminaries and Union Metal lighting poles involved the spending of one and a quarter million dollars. The officials planning and supervising the work were Traffic Engineer Ralph Sprungman, his assistant, Thomas Thompson, and City Engineer Hugo Erickson.

When asked how the purchasing procedure works, Mr. Sprungman replied, "Our municipal operation demands that we write specifications on needed equipment. All three of us have a say in drawing the specifications, and we each pick up ideas on equipment from THE AMERICAN CITY, which is routed regularly from the City Engineer's office. In the end the low bid which complies with specifications is the one which we recommend to our City Council for its official action."

General Electric and Union Metal advertise regularly in THE AMERICAN CITY in order to tell both the engineering and the administrative officials about the values of their products. These officials will also see *your* message if you invest your advertising dollars in THE AMERICAN CITY.

The American City
470 Fourth Avenue, New York 16, N.Y.
a Buttenheim publication

McCall Corp. Sales Dip; Net Increases; 'Redbook' Ads Grow

NEW YORK, March 24—McCall Corp. had net sales of $67,063,011 in 1958, compared with $68,387,803 in 1957, according to the company's annual report. Net income rose from $997,523 in 1957 to $1,139,683 last year.

Advertising revenues, based on Publishers Information Bureau figures, were $22,219,934. *McCall's* reported $18,390,989—down from $21,731,543 in 1957—and *Redbook* reported $3,828,975—up from 1957's $3,137,879.

Arthur B. Langlie, president, said McCall Corp. has a "continuing policy to consider the acquisition of any magazine or company that will strengthen [our] business and fit into our corporate structure."

Mr. Langlie said the company's commercial printing sales division —which last year added *Modern Bride, Popular Photography, Lion,* and *Practical Home Economics*— "surpassed all previous years in volume and dollar sales." The pattern division enjoyed its "largest sales volume and net profit in recent history," he said.

■ The commercial printing operation produced over 678,000,000 copies of magazines for other publishers last year. Net sales of the pattern division were up 9.1%. ≠

Young, Hall Promoted by 'Lexington Herald-Leader'

Clay Young will become retail advertising manager of the Lexington Herald-Leader Co. newspapers on April 15. He will advance to the position now held by Robert R. Hall, new advertising director of the *Herald-Leader*. Mr. Hall succeeded Russell E. Scofield, who is leaving to become advertising director of the *Miami News*.

Hardware Week Promotion Set

A total of 23,000 independent hardware stores throughout the U. S. will give away swimming pools and more than 400 other merchandise prizes during Hardware Week—April 23-May 2—sponsored by the National Retail Hardware Assn. Supporting the dealers are 600 wholesale hardware distributors and 40 manufacturers.

Mobil Names Foreign Ad

Mobil Oil Caribe S.A. has appointed Foreign Advertising & Service Bureau, New York, and its associate agency in Puerto Rico, West Indies Advertising, to handle its advertising in Puerto Rico. The previous agency is J. Walter Thompson Co., which is expected to take on Shell Oil in Puerto Rico.

Casey Joins Henri, Hurst

Mary Louise Casey has been appointed research associate at Henri, Hurst & McDonald, Chicago. She formerly was assistant director of market research of L. W. Frohlich Co., New York.

...and, night after night, this newspaper has the highest flying evening circulation in Western America! For higher-flying sales, make sure your advertising flies with it.

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

Let's cut out the Razzle-Dazzle about Who buys What in a chemical company

Foreword:

Regardless of financial, legal, marketing and administrative executives who operate today's great chemical companies, the man you must sooner or later reach and sell—regardless of his title—is the Chemical Processing Specialist. Yet you cannot ordinarily reach and sell him face-to-face. The one surest way to reach and sell him: through his own professional technical magazines. If you sell bulk chemicals, new chemicals, chemical equipment, and instruments, you owe it to yourself and your company to read the following statement.

C. B. LARRABEE, *Director of Publications*
ACS APPLIED PUBLICATIONS
American Chemical Society, Washington 6, D. C.

EVEN now, with the vast chemical industry touching every man, every company, every industry, and every human life every day, the overwhelming importance of chemicals is still widely misunderstood.

Yet just about everything we eat, use, buy or wear must touch bases with the chemical industry, sooner or later, on its way to market and to you.

The time has long gone—if indeed it ever existed—when "chemicals" were some sort of odorous concoctions found only in the high school laboratory or in Junior's chemical set. Today, chemical science is something that the world cannot do without.

Man himself is largely made of chemicals—89¢ worth—according to the Encyclopedia.

Chemicals rotate and fertilize the soils that grow our foods. Meat animals are beefed-up and fattened for market with chemically fortified feeds.

The germination and growth of plants is a chemical process. So is the refining of the crudes which end up as the high-octane gasolines that drive our planes and cars.

The clothes we wear—the miracle man-made synthetic yarns and fibres and the amazing wash and wear fabrics that drip dry almost while you wait—are the result of chemical research and discovery.

So are the new antibiotics and others still to come—the new shaving creams and cosmetics. So are the vitamins, prefabricated building materials, new floor waxes, household cleansers, detergents, paints, polishes and everything else you see around your home—dog foods, cat foods and all.

The unbelievable pace of America's rocketry and missile progress, on which our very existence on earth now hangs, is merely chemistry in action. So are our tremendous developments in atomic power plants and armament, such as the atomic submarine and the hydrogen, cobalt and now the lithium bombs.

No matter where you look, you see that one way or another *chemistry* is the key to progress, to modern living, to life itself.

No business, no company large or small, no human being today or tomorrow, could possibly exist without it.

Let's pause a moment, and see why this is so.

And to start with, let's see what chemistry *is*.

Briefly, chemistry is the science of the make-up of substances, and the changes that can be made to take place in them to produce other substances, and to produce energy.

Everything in the world is made up of about one hundred chemical elements.

These elements combine in various ways to form the tissues in the bodies of living things, the materials that make up the earth and everything that grows or exists upon it, and even the air we breathe.

By re-combining these elements, by re-constituting their structure in new ways that nature did not get around to trying, *chemists* and *chemical engineers* are re-making the world.

And the developments are coming so fast, and in such quantities, that the "new wonder product" of yesterday is the commonplace of today—just as the "new miracle product" of today will be the commonplace of tomorrow.

According to *Reader's Digest:* "Americans who died in 1929—just three decades past—had never heard of jet airplanes, the "sound barrier," split-level houses, Polaroid cameras, food freezers, guided missiles, radar, Dacron, bulldozers, V-8 engines, electric typewriters, color television, foam rubber, drive-in movie theatres, bobby soxers, toreador pants for women, Fiberglas, automatic transmissions for the family car, electric razors, the United Nations, frozen vegetables, the four-minute mile, Formica, bubble gum or the atom bomb."

Excepting only the United Nations and possibly the bobby soxers, every single one of these innovations—revolutionary and otherwise—was brought about by *chemistry*.

And even Reader's Digest omitted one of the greatest innovations of all: The Salk Vaccine.

Today there are giant new refineries with the capability to roll up an asphalt city street, and re-constitute it into high octane gasoline.

When (not "if" but *When*) cancer and heart trouble and the few remaining unconquered human ills are overcome, *chemistry* will help to overcome them.

And when, as a result, the earth becomes so crowded with humanity that the soil alone can no longer feed us, it will be chemistry that will come to the rescue.

Little wonder, then, that the expansion of the chemical industry has been almost explosive in its impact on life as we know it today and will know it tomorrow.

The chemical specialist is the head man of all industry now.

WHO IS the chemical specialist? . . . By and large, he is the chemical processor, chemist or chemical engineer, the creator and innovator who directly or indirectly brings new products into being.

Directly or indirectly, this chemical processing specialist has created more jobs for more people, and more new necessities and luxuries for modern living, than any other individual in the history of the world.

You don't quite believe this? Look at any industry today. CHEMISTRY is a major part of them all.

For example, the automotive industry employs better than one person in ten holding any kind of job. Iron and steel, another 3%. Printing, another 5%. The publication you are this moment reading has been changed from natural raw materials by the use of chemical processes. The ads are printed with inks whose dyes were developed by chemistry. The paper is made of wood, and several chemical processes were used to change the wood into the paper. The paper has been specially treated (another chemical process) so that the print is easier to read. The ink used in the printing was developed by chemical processes. It contains special chemical dryers which make it more permanent. The pictures were made through photography, basically a

chemical process. The type and presses are made of metals which were taken from their ores by chemical processes, and alloyed by other chemical methods. The photo-engravings are chemically made.

And the chemical processing specialists of the chemical industry were the creators and innovators of it all.

In chemical firms large and small, from coast to coast, 50% to 70% of today's output is in products that were not even in existence five years ago.

In industry after industry, no matter what line you name, nothing could move without chemical science and engineering and the chemical processing specialist.

He may be "chief chemist." He may be "Vice President in Charge of Chemical Development," or Plant Manager. He may be Laboratory Director. He may be the company President.

But in his heart and soul, in his training and education and professional pride, he is a *chemical specialist* first of all.

And—since it takes a technical man to make technical decisions—the chemical processing specialist initiates, specifies and follows through on every order for bulk chemicals, new chemicals, chemical supplies and chemical plant equipment his company needs.

It is he who originates the need. The administrative company management supplies the money to fill the need.

This is the organizational set-up of the chemical industry now and in the future—whatever it might have been in the past.

AND THE ADVERTISER WHO USES YESTERDAY'S METHODS TO SELL TO THE CHEMICAL INDUSTRY TODAY, WILL NOT GET TODAY'S AND TOMORROW'S ORDERS.

So all this razzle-dazzle talk about selling to the chemical industry is, as Mark Twain said about his own death, slightly exaggerated.

It is based on a widespread misunderstanding of what top management in the chemical industries really is.

The way to sell chemicals, supplies and equipment in the chemical field today is to SELL CHEMICAL MANAGEMENT **IN DEPTH.**

—For when you sell the chemical processing specialist, you are in on the ground floor.

Those are the straight facts about who buys what in the chemical industry today.

NOW with the chemical processing specialist so obviously the key man in the industry's sales procedure, one would think that this man would be easily accessible, to both advertising and salesmen trying to sell to and in the chemical company organizations.

But such is not the case, and for some very good reasons:

—The chemical processing specialist is a very busy man.

—His job and its responsibilities are indispensable to his company's welfare and progress.

—His company, like most chemical companies, is growing at a rate of around 10% a year, while in other industries the average growth is around 3%.

—He is a scientist, a "pro." His title may be president, group leader, or many other designations. But he "wants what he wants when he wants it," and the niceties of salesmanship are not for him.

HE MOVES ON THE BASIS OF LATEST SCIENTIFIC INFORMATION, AND THE DATA AND DISCOVERIES OF OTHER CHEMICAL SCIENTISTS AND ENGINEERS LIKE HIMSELF.

The financial brains—or the legal or accounting or administrative brains—dig up the money for the materials or supplies, the new pilot plant, new equipment or installations, the new wing on the main building, or the new laboratory.

But it's the chemical processing specialist—not just "Top Management" as such—who creates these needs, approves the blueprints or specifications, and sees to it that they are filled.

AND THIS KNOCKS THE "TOP MANAGEMENT MYTH" INTO A COCKED HAT, SO FAR AS WHO BUYS WHAT IN A CHEMICAL COMPANY IS CONCERNED.

So when you, Mr. Advertiser, advertise to chemical management AS top management, AND NOT AS **CHEMICAL SPECIALISTS,** your advertising dollars *miss the mark.*

And when you head up your chemical industry schedule with so-called "top management media," and give the professional chemist's and chemical engineer's own technical journals only secondary importance, you are downgrading your chances of selling the very men you must sooner or later sell.

The real way to sell the chemical processing specialist is to sell him AS A SPECIALIST—and that means, WHEN HE IS IN A "CHEMICAL FRAME OF MIND."

That stands to reason, doesn't it?

Now please follow this closely. It is very important indeed to the actual sales value of your chemical advertising dollar.

Obviously there are many ways you can "reach" this chemical processing specialist—provided you spend enough money to do so.

You can reach him on TV—radio—in the weekly or monthly magazines—in the "news-weekly" magazines—or in generalized business publications. But the cost in wasted circulation, among millions of people who *don't* buy chemicals, chemical equipment, and instruments would be staggering.

There are those espousing the "top management" razzle-dazzle who would have you believe that if you reach the financial, legal, marketing and administrative executives in a chemical company, you will—*per se*— be able to sell your chemical supplies or equipment at that company (think of it!—an executive with legal or financial training, trying to buy technical scientific chemical products or machinery!)

BUT NO MATTER WHO SAYS WHAT, ABOUT WHO BUYS WHAT IN A CHEMICAL FIRM, THESE SIMPLE FACTS REMAIN:

1. The chemical processing specialist is in a "chemical frame of mind" (a) at his job, where your salesman can't reach him, and (b) when he is getting chemical information.

2. The only time the chemical processing specialist gets authoritative news and technical information is when he reads his own American Chemical Society's two great professional publications: **CHEMICAL AND ENGINEERING NEWS** and **INDUSTRIAL AND ENGINEERING CHEMISTRY.**

NO MATTER WHO SAYS WHAT, THESE ARE THE TWO CHEMICAL PUBLICATIONS WHICH MOST AUTHORITATIVELY ORGANIZE AND DISSEMINATE NEW CHEMICAL INFORMATION THAT THE CHEMICAL PROCESSING SPECIALIST CANNOT GET ALONG WITHOUT IN HIS JOB.

NO "VERTICAL" OR "TOP MANAGEMENT" CHEMICAL PUBLICATION CAN TRUTHFULLY MAKE THAT STATEMENT.

WE who edit, publish, distribute and sell space in these two great technical publications have no bone to pick with the chemical advertisers and their agencies who wish to spend some of their money in "vertical" or "top management" chemical publications.

We think this is all to the good. The more people who talk about the chemical industry, the more good it does all around. There is great benefit to be derived by any firm, in any field, that is seen in good business company. People in other lines know you. Your competitors gain their respect for you. The business world, the general public, your own trade and your own consumers get a clearer idea of your company's corporate image.

All we say is this:

When it comes to advertising to your customers and potential customers in your own field—the chemical field—you have to do business sooner or later with OUR "Chemical Processing Specialist."

That's how goods are sold in the chemical industry now.

A complete sale of chemicals, equipment or supplies is a complicated procedure today.

From beginning to end, it requires technical knowledge of the very highest kind.

Your order has to go through many hands before it is signed, sealed and delivered.

And most of those hands are the hands of the CHEMICAL SPECIALISTS.

Before you get the order you will come up against the resistance and rejection—or, more happily, the acceptance and willing cooperation—of the key man in chemistry's MANAGEMENT IN DEPTH: The Chemical Processing Specialist.

Sooner or later, perhaps the hard way, you will find that you cannot get along without him.

The easy way to find this out, is to put CHEMICAL AND ENGINEERING NEWS and INDUSTRIAL AND ENGINEERING CHEMISTRY at the top of your chemical media schedule.

When you come to think of it, what other way makes sense?

CHEMICAL AND ENGINEERING **NEWS**

Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)

I/EC
INDUSTRIAL AND ENGINEERING CHEMISTRY

Industrial and Engineering Chemistry
(Processing technology for the chemical specialist in Design, Development and Research.)

PUBLISHED BY
The American Chemical Society,
1801 K St., N.W., Washington 6, D.C.

ADVERTISING MANAGEMENT:
Reinhold Publishing Corp.,
430 Park Ave., New York 22, N.Y.

*NOTE: *Chemical & Engineering News' 10-minute presentation, telling the factual story of the new "Management in Depth" which is today's and tomorrow's organizational set-up in the tremendously expanding chemical industry, is now available for company executives or groups. No company or individual, who sells to the chemical field, should miss this important information. Phone or write:* A. STUART POWELL, *Reinhold Publishing Corporation, 430 Park Avenue, New York 22, N. Y., MUrray Hill 8-8600. Offices in Chicago, San Francisco, Los Angeles, Cleveland, Seattle, Houston, Denver and Tulsa; phone numbers and addresses in local directories.*

**NEW OVERSEAS EDITION: *Starting with July, 1959 issue (closing date June 20)* INDUSTRIAL AND ENGINEERING CHEMISTRY *will publish two editions: The domestic Edition, and a new International Edition published here and distributed abroad. Domestic black-and-white page rate is $395, International $250, combination $495. Send for complete new information on new marketing opportunities for American-made chemicals, equipment and instruments abroad. Phone or write* SCOTT LEONARD.

● *HOLD IT — before completing your Iowa newspaper schedule!*

Are you relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide" Sunday coverage! National advertising usually runs daily.*

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

Ward's Sales Up, Earnings Dip, Annual Report Shows

Montgomery Ward & Co., Chicago, reported sales for the fiscal year ended Jan. 28 were $1,092,267,472, an increase of 1.7% over the previous year. Earnings were $28,030,510, a drop from the year-ago total of $29,696,757.

John A. Barr, chairman and president, said, "Higher costs of labor, services and supplies, substantial expenditures for development of new stores and distribution centers, and increased price competition, particularly during the first half of the year, were principal reasons for the lower level of earnings." Ten new stores are scheduled to open this year, he said.

Houx Adds 2 Accounts

Shelton R. Houx Advertising, Des Moines, has been appointed to handle advertising for the Bubble Up Bottlers of Iowa and the Des Moines Bottlers Assn.

WHAS-TV
LOUISVILLE

IF IT IS *BIG*
AND *IMPORTANT,*
IT'S ON *WHAS-TV*

Phyllis Knight
Top McCall's Winner
for 1957
hostess of "Small Talk"
6-6:15 p.m. daily

Live helicopter flights with landings on the studio roof, remotes from Churchill Downs and the state fairgrounds, a video taped jet plane ride . . . guests ranging from Billy Graham to Bourbon Beef Show winners keep Phyllis Knight's "Small Talk" show sparkling. And Phyllis won McCall's top Golden Mike Award for persuading thousands of women to submit to a cervical cancer test.

Adroitly blending community service with entertainment and information, "Small Talk" is typical of the imaginative, IMPORTANT programming which viewers have learned to expect from WHAS-TV. Advertisers such as Tetley Tea, Breast O' Chicken Tuna, FAB, VEL, Powder-ene and Zest recognize that "Small Talk" sells BIG.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING* OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Editors Told Libel Likelier as Business Publications Improve

CHICAGO, March 24—Libel suits, an ever present threat to business publication editors, are becoming more threatening as the editors seek more readership through more incisive pungent editorial matter.

But the editors shouldn't try to become libel law experts. Their safest course is in learning the ingredients of libel and learning to spot the kind of material that should be checked with a lawyer.

A lawyer who specializes in libel law offered this advice to an Associated Business Publications editorial division round table today. He is David Parsons, member of the law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, Chicago.

Although his remarks were concerned primarily with editorial libel problems, Mr. Parsons also had a word of advice for those concerned with advertising content. In response to a question from the floor, he emphasized that a publication is just as responsible for libelous advertising as it is for libelous editorial content.

■ Although there is a body of law that has been built up around the concept of freedom of the press, Mr. Parsons said, editors should realize that a publication is, before the law, much like any citizen: its rights and obligations are no greater and no less than any individual citizen.

To gain an elementary understanding of libel law as it affects the press, Mr. Parsons urged, editors should read carefully two books: "Legal Control of the Press" by Frank Thayer, and "The People's Right to Know" by Harold L. Cross.

Mr. Thayer's book, Mr. Parsons said, explains libel law as it affects the press, cites examples of libel suits and discusses the principles on which cases are decided. Mr. Cross' book explains the concept of public record and the availability of information to the public—hence to publications.

■ The two kinds of libel business paper editors should be very conscious of, Mr. Parsons went on, are civil libel (against a person) and trade libel (against a company).

The more dangerous of these, he said, is civil libel, which he described as holding a person up to public hatred, contempt or ridicule because of a story or graphic material printed about the individual. The fact that the libelous material may be in quotes doesn't lift any responsibility from the publication, Mr. Parsons emphasized.

He also noted that, although statutes usually require proof of malice on the publication's part in civil suits, in practice, he said, it isn't absolutely necessary.

■ Mr. Parsons described trade libel as a malicious disparagement of property (or products) to the pecuniary disadvantage of the owner thereof. Plaintiffs in these suits must prove malice and must show very specific pecuniary loss specifically because of something a publication prints, he explained.

But affecting both kinds of suits, Mr. Parsons warned, are problems of consent to publish, areas of opinion and other complications that usually only lawyers can counsel on. #

Wilding Elects Kreger VP

Leon A. Kreger has been elected vp in charge of creative marketing services of Wilding Picture Productions, Chicago. He has been with the company 10 years, and the creative marketing services department was established under his supervision.

Photo by Eugene Cook

HOW TO BE SURE YOUR CARPET IS "HEIR-CONDITIONED"...

Little Johnny's on the spot—as usual. But not for long, because his mother knows the carpet will stand up under all kinds of family wear-and-tear. She planned it that way. When she bought the carpet, she made sure it carried the famous McCall's Use-Tested symbol—which told her that it had been given exhaustive laboratory tests by McCall's editors and technicians, duplicating long, hard use in the home. In buying any product, the maufacturer's reputation, of course, is your assurance of quality—but for an authoritative, third-person endorsement of a product's performance values in your home, nothing can take the place of McCall's Use-Tested certification. Make sure this symbol is on the products you buy.

(Manufacturers of most high quality products can find out how they can qualify for McCall's Use-Tested program by writing to McCall's Dept. HP, 230 Park Avenue, N. Y. 17, N. Y.)

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's

Trademark of McCall's

McCall's, *the magazine of Togetherness . . . circulation now more than 5,300,000*

101 firms have advertised continuously for more than a decade in *The Modern Hospital*

The following firms have advertised in The Modern Hospital continuously (in every year) for from eleven years to forty-six years (the magazine was established in 1913). There is no comparable record among hospital magazines.

1913 THROUGH 1958 (46 YEARS)
American Laundry Machinery Co.
American Sterilizer Co.
Wilmot Castle Co.
General Electric Co., X-Ray Dept.
Ohio Chemical & Surgical Equipment Co., A Div. of Air Reduction Co., Inc.
Smith & Underwood (Diack Controls)
Troy Laundry Machinery Division, American Machine & Metals, Inc.

40-45 YEARS
Physicians' Record Co. (45)
J. P. Stevens & Co., Inc. (45)
E. R. Squibb & Sons, Division of Olin-Mathieson Chemical Corp. (43)
American Cyanamid Co., Surgical Products Division (Davis & Geck) (43)
Applegate Chemical Co. (42)
Hobart Mfg. Co. (42)
J. & J. Cash, Inc. (41)
Will Ross, Inc. (41)
Johnson & Johnson (40)
Procter & Gamble Co. (40)
Swartzbaugh Mfg. Co. (40)

35-39 YEARS
Crane Company (39)
Colgate-Palmolive Co. (38)
J. A. Deknatel & Son, Inc. (38)
International Nickel Co., Inc. (38)
Barnstead Still & Sterilizer Co. (35)

30-34 YEARS
American Hospital Supply Corp. (34)
Wilson Rubber Co., Division, Becton, Dickinson & Co. (34)
Finnell System, Inc. (33)
Vestal, Inc. (32)
Darnell Corp., Ltd. (30)
Hall China Co. (30)

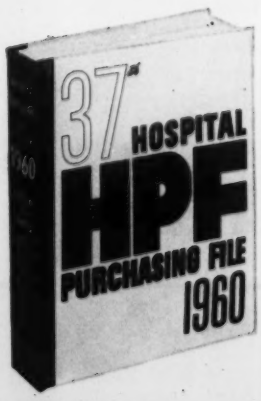
25-29 YEARS
Bard-Parker Co., Inc. (29)
Eli Lilly & Co. (29)
Frick Company (28)
Seamless Rubber Co. (28)
Baxter Laboratories, Inc. (27)
Simmons Co. (26)
Celotex Corp. (25)
Cutter Laboratories (25)
Huntington Laboratories, Inc. (25)
Toastmaster Division, McGraw-Edison Co. (25)

20-24 YEARS
A.S.R. Products Corp., Hospital Division (24)
Sloan Valve Co. (24)
Becton, Dickinson & Co. (23)
S. Blickman, Inc. (23)
Johns-Manville (23)
Linde Co., A Division of Union Carbide Corp. (23)
U. S. Industrial Chemicals Co. (23)
A. S. Aloe Co., (22)
S. H. Couch Co., Inc. (22)
Hill-Rom Co., Inc. (22)
Julius Berbecker & Sons, Inc. (21)
Eichenlaubs (21)
Abbott Laboratories (20)
Continental Coffee Co. (20)
Crescent Surgical Sales Co., Inc. (20)
Gomco Surgical Mfg. Corp. (20)
Shampaine Co. (20)
Edward Weck & Co., Inc. (20)

15-19 YEARS
Pioneer Rubber Co. (19)
Puritan Compressed Gas Corp. (19)
John Sexton & Co. (19)
Federic Blank & Co., Inc. (18)
Dewey & Almy Chemical Co., Division of W. R. Grace & Co. (18)
A.-R. Nelson Co., Inc., Hospital Division (18)
Parke, Davis & Co. (18)
J. Sklar Mfg. Co. (18)
West Chemical Products, Inc. (18)
Carrom Industries, Inc. (16)
Hillyard Chemical Co. (16)
Ille Electric Corp. (16)
Ketchum, Inc. (16)
Liquid Carbonic Division of General Dynamics Corp. (16)
Quicap Co., Inc. (16)
Remington Rand Division of Sperry Rand Corp. (16)
Ritter Co., Inc. (16)
John Van Range Co. (16)
Zimmer Mfg. Co. (16)
The Gordon Armstrong Co., Inc. (15)
Bassick Co.[5] (15)
Dixie Cup Division of American Can Co. (15)
Eastman Kodak Co., Medical Division (15)
Ethicon, Inc. (15)
Seven-Up Co. (15)
Winthrop Laboratories, Inc. (15)

11-14 YEARS
Dundee Mills, Incorporated (14)
National Cash Register Co. (14)
Adams & Westlake Co. (13)
Edward Don & Co. (13)
Geerpress Wringer, Inc. (13)
H. J. Heinz Company (13)
Owens-Illinois Glass Co., Libbey Glass Division (13)
Brillo Mfg. Co., Inc. (12)
Clarke Floor Machine Co. (12)
Everest & Jennings, Inc. (12)
Fairbanks, Morse & Co. (12)
Landers, Frary & Clark (12)
Lily-Tulip Cup Corp. (12)
Minneapolis-Honeywell Regulator Co. (12)
D. W. Onan & Sons, Inc. (12)
Anchor Brush Co. (11)
Orthopedic Frame Co. (11)

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS
publications of F. W. DODGE CORPORATION



File your hospital catalog here

Since 1919 Hospital Purchasing File has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

Wanted: Current, Up-to-Date Market Data for AA Readers

Advertising Age is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 12th consecutive year in the April 20 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,650 separate pieces of market data were listed in the section, and readers of Advertising Age sent in requests for more than 72,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1958, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 1, 1959.

Market data material scheduled for publication before Sept. 1, 1959, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches Advertising Age before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, Advertising Age, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

We Sell Products Well; Let's Sell Ourselves Also, Graham Tells Pharmaceutical Admen

Chicago, March 24—The ethical pharmaceutical industry, which has done a good job selling products to the medical profession, must now face the bigger job of selling the industry to the public, a manufacturer told the Midwest Pharmaceutical Advertisers Club here.

"We [the pharmaceutical industry] have been negligent in overlooking the importance of the mind of the nation," said William B. Graham, president of Baxter Laboratories, "and we must get to know it better—and the mind of the nation must get to know us better."

■ One result of this failure, he said, has been the unfavorable publicity the industry has received in *Saturday Review*, "Consumer's Reports," the *Washington Star*, and other newspapers.

"These people don't know our story as well as we know it, or should know it, and yet they are getting headlines every day," Mr. Graham emphasized.

"Fortunately," he said, "and in spite of the storm warnings, the over-all climate [of feeling toward the pharmaceutical industry] is still favorable, both in Washington and at the grass roots. But if we want to keep it that way," he emphasized, "we've got to take some positive action to improve our communications with the lay public."

He specifically urged that industry representatives make speeches, promote publicity, arrange tours and furnish libraries with literature all aimed at helping to acquaint the public with the importance of the role the pharmaceutical industry plays in society.

■ "I am not suggesting that we neglect or compromise our traditional role in helping the physician to translate into practice our increasing knowledge of medical science and the products that result from such new knowledge," Mr. Graham said. "I do say that we have an opportunity—now that we have the spotlight [of public interest in medical achievements]—to extend and broaden the scope of our professional merchandising in a number of new areas." #

Four Join Katz TV Sales

Katz Agency, New York, radio-tv station representative, has added two to its tv sales staff in New York and two in Los Angeles. David L. Lambert, formerly a tv salesman for WPIX, New York, and Griffith (Pete) Fulton, previously a time buyer at Compton Advertising, New York, have joined Katz in New York. Noyes Allen Scott, who was sales and sales service manager of KRCA-TV, Los Angeles, and Robert A. Loeber, formerly an account executive at Mutual Broadcasting System, Los Angeles, have joined tv sales in Los Angeles.

JUST TAKE A CARD
...any card

Each card represents one of *Farm Store Merchandising's* readers—tabulated information on the kinds of goods he sells to his share of the $22 billion agricultural industry. Want to know more about him?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

THERE'S ALWAYS ONE IN EVERY GROUP

You can tell a lot about a man by what goes into his automobile. Most men are interested in a car's appearance and performance. But there is always one in every group whose interests go deeper. He is the kind of man who reads POPULAR MECHANICS.

Sure, he wants styling. But he also wants to know about its compression ratios . . . displacement . . . carburetion. And what about frame construction?

That's the POPULAR MECHANICS man. He is intensely curious about the mechanics of modern living.

He may be buying a car (PM readers average 120 cars per 100 families). Or selecting parts and accessories. He may be shopping for HI-FI equipment. Or planning an addition to his house. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why – and so will his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him – as so many advertisers do*– with your product story in POPULAR MECHANICS. It is his kind of magazine. It sparks his thinking on what to do, what to buy – and why.

*You'll find more automotive advertising in POPULAR MECHANICS than in any other general monthly magazine (PIB).

POPULAR MECHANICS
MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

A HEARST MAGAZINE

Puts MEN in Motion

Estimated Expenditures of Top 10 National, Regional Spot TV Users

Broken Down by Product

Source: *Television Bureau of Advertising*

1. PROCTER & GAMBLE CO.	**$33,833,060**
American Family detergent	215,260
American Family soap	77,710
Biz liquid detergent	323,080
Big Top peanut butter	153,330
Camay soap	435,720
Cascade detergent	3,540
Charmin paper products	171,560
Bonus granulated soap	6,340
Cheer	1,832,350
Clorox	2,696,020
Comet	991,580
Crest	146,650
Crisco	1,653,670
Dash detergent	994,490
Dreft	494,350
Drene shampoo	155,030
Duncan Hines canned foods	16,850
Duncan Hines mixes	2,539,600
Duz/Blue Dot Duz	594,670
Fluffo	80,540
Gleem	1,155,510
Ivory flakes	269,100
Ivory liquid	3,399,940
Ivory Snow	740,740
Ivory soap	630,780
Jif peanut butter	3,666,000
Joy	1,231,260
Lava soap	32,140
Lilt home permanent	97,900
Mr. Clean	421,300
Oxydol	1,087,870
Pace home permanent	923,300
Prell shampoo	156,770
Secret deodorant	197,170
Special beauty kit	270
Spic & Span	850,320
Summer-Sett	17,170
Tide	723,170
Velvet Blend shampoo	6,750
White Cloud toilet tissue	10,800
Winter-Sett	142,540
Zest beauty bar	4,489,920
2. LEVER BROS. CO.	**$16,578,860**
Airwick	126,960
All detergent	236,800
Breeze	909,760
Dove toilet soap	1,697,570
Gayla toilet soap	74,300
Good Luck margarine	770,090
Handy Andy detergent	740,730
Hum detergent	29,180
Imperial margarine	1,387,330
Lifebuoy soap	34,070
Lipton soup	27,840
Lipton tea	1,278,850
Lucky Whip	1,043,950
Lux liquid	805,520
Lux toilet soap	253,640
Pepsodent	3,104,810
Praise toilet soap	971,310
Rinso	546,910
Shield toothpaste	3,130
Silver Dust	332,440
Stripe toothpaste	2,049,840
Surf detergent	6,330
Swan liquid detergent	75,270
Wisk	72,230
3. ADELL CHEMICAL CO.	**$12,339,090**
Lestoil liquid detergent	12,339,090
4. GENERAL FOODS CORP.	**$11,020,780**
Angel Flake cake mix	19,380
Angel Flake cocoanut	4,680
Baker's coconut	9,660
Baker's instant chocolate	191,130
Birds Eye frozen foods	5,320
Bireley's soft drinks	38,370
Bliss coffee	1,740
Calumet baking powder	25,860
Capri mix	2,000
Dream Whip topping	235,710
Gaines dog food	449,550
Go ironing aid	6,440
Jell-O gelatin dessert	32,830
Jell-O pudding pie filling	282,550
Kool-Aid	128,030
La France	1,910
Log Cabin syrup	5,280
Maxwell House coffee	5 301,520
Minute potatoes	208,260
Post's dry cereals	2,534,530
Postum	25,170
Sanka coffee	772,140
SOS soap pads	57,890
Swansdown cake flour	10,890
Swansdown cake mix	28,150
Tang orange juice	304,020
Yuban coffee	337,770
5. COLGATE-PALMOLIVE CO.	**$10,998,490**
Ad detergent	1,560,270
Ajax cleanser	1,082,820
Brisk dentifrice	6,480
Cashmere Bouquet soap	55,070
Colgate deodorant beauty soap	36,090
Colgate dental cream	3,807,950
Colgate shave cream	102,810
Colgate shave lotion	2,770
Fab detergent	1,792,440
Florient air deodorant	291,500
Genie household cleanser	319,840
Glance shampoo	3,560
Halo shampoo	411,190
Lustre-Creme shampoo	91,380

WTRF-TV STORY BOARD

A doctor in a famous hospital was making his usual morning rounds of the maternity ward with his usual smiling bedside manner. "Nurse," he inquired, "on what day does this little lady expect her bundle from heaven?"

"May fourth," was the answer.

"And the next lovely patient?"

"May fourth."

"And this one?"

"May fourth also, Doctor."

The doctor appeared mildly surprised. "What a coincidence," he mused. "Don't tell me this other charming soul is also expecting to be a mother on May fourth."

"I wouldn't know, Doctor," admitted the nurse. "She wasn't at the picnic."

● The same thing doesn't appeal to everybody. That's why the versatile programming of WTRF-TV attracts and holds listeners in 425,196 TV homes, where 2 million people have a spendable income of $2½ billion annually. Ask the folks at the George P. Hollingbery Company.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

How a man and his horse galloped to the top of the food industry

Fifty-six years ago a courageous man and a not-very-dashing horse became partners — and started what was to grow into one of America's largest food processing companies.

The man was a young grocery clerk who had conceived the idea of selling cheese from store to store by horse and wagon—to save Chicago grocers the trouble of traveling each day to a crowded central market.

This combination of a man with an idea, and a horse with plenty of endurance, was the genesis of one of the most fascinating modern-day sales stories. The two were J. L. Kraft and Paddy —"co-founders" of the now-famous Kraft Foods.

The growth of Kraft from a one-man, one-horse operation capitalized at $65, to its present position as part of a world-wide company, is one of the Horatio Alger legends of American business.

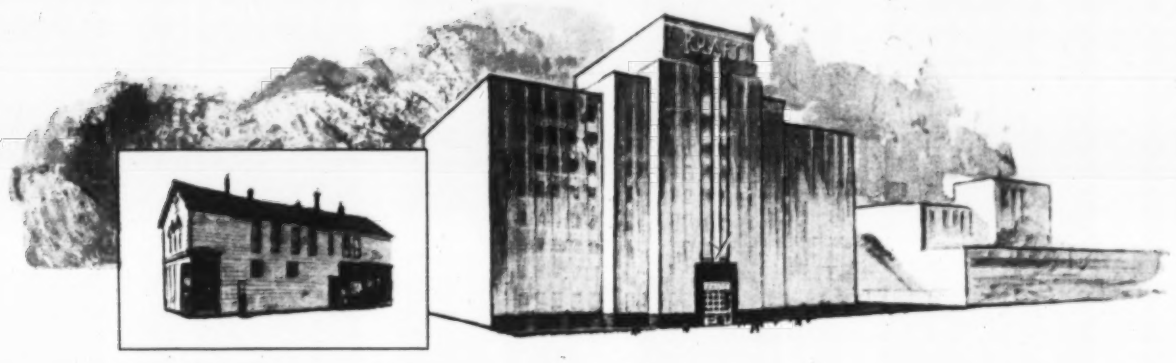
But this phenomenal growth did not just "happen." It was the result of intuition . . . ingenuity . . . originality within Kraft's management.

Intuition — that anticipated consumer wants and resulted in such "firsts" as processed cheese in tins with no rind waste . . . then the even easier-to-serve cheese in loafs.

Ingenuity — that resulted in new processing methods and new products such as Velveeta foods and Miracle Whip Salad Dressing.

Originality — that helped Kraft create dramatic new packaging and equally dramatic marketing programs built around cheese in transparent wrappers, cheese jars that doubled as water glasses, pre-sliced cheese in sandwich-sized cuts.

Merry detergent	160
Palmolive shave cream	161,700
Palmolive shave lotion	53,840
Palmolive soap	306,410
Rapid shave cream	646,590
Super Suds	102,590
Vel beauty bar	7,470
Vel liquid detergent	148,710
Vel soap powder	6,850
6. BROWN & WILLIAMSON TOBACCO CO.	**$ 9,413,530**
Du Maurier	431,680
Kool	2,915,250
Raleigh	1,868,570
Viceroy	4,198,030
7. CONTINENTAL BAKING CO.	**$ 9,223,910**
Buttermilk bread	4,630
Certified bread	38,240
Continental donuts	350
County Fair bread	87,810
County Fair Triplette cake	5,530
Daffodil Farm bread	88,050
Hostess cakes	1,476,190
Morton frozen foods	795,100
Profile bread	2,981,750
Staff bread	282,650
Twinkies	32,940
Wonder bread	3,398,430
Wonder brown & serve rolls	4,380
Wonder buns	26,960
Wonder rolls	900
8. WARNER-LAMBERT PHARMACEUTICAL CO.	**$ 8,832,990**
Anahist cold remedies	4,716,340
Bliss home permanent	109,680
Bromo Seltzer	1,736,600
DuBarry cosmetics	310
DuBarry Light & Bright	12,630
Fizzies	427,470
Listerine antiseptic	1,261,020
Listerine dentifrice	11,230
New Faces	4,900
Quick home permanent	3,010
Richard Hudnut cosmetics	1,350
Sportsman toiletries	101,400
3 Flowers Brilliantine	6,260
Virisan	440,790
9. MILES LABORATORIES	**$ 7,895,950**
Alka-Seltzer	5,268,130
Bactine	1,167,380
Nervine	125,090
One-A-Day Brand vitamins	1,323,010
Tabcin	12,340
10. AMERICAN HOME PRODUCTS CORP.	**$ 7,275,680**
Aero-Shave	24,150
Aero-Wax	261,080
Anacin	2,951,490
Antrol-Snarol ant poison	2,870
Bisodol	3,900
Black Flag	197,390
Chef Boy-Ar-Dee quality food	391,560
Dennison's foods	60,740
Dial nasal mist	5,090
Dial tablets	1,120
Dristan tablets	1,839,860
Dristan nasal mist	55,260
Easy-Off oven cleaner	16,990
Emberstick	320
Freezone	1,820
G. Washington coffee	6,630
Griffin shoe polishes	45,070
Heet	5,400
Preparation H	1,087,230
Primatene	186,500
Soothol antacid	5,040
Wizard deodorizers	126,170



The Challenge of a New Market

Kraft's ability to develop new markets was strikingly demonstrated last summer when it decided to enter the low-calorie food field.

Unerringly, Kraft realized that the success of a low-calorie salad dressing depended not only on the fact that it was non-fattening—but that it tasted *delicious* as well. Kraft developed a piquant spice-and-tomato-flavored Low Calorie Dressing that could have stood on its tempting flavor alone.

Then Kraft matched the quality of the new dressing with an unusual introductory advertising campaign—built around only three advertisements for the product in the pages of Reader's Digest.

Within three months, this combination of imaginative management, superior product and effective advertising enabled Kraft to expand the whole low-calorie dressing market . . . and win a major share of it!

Here is the Story Behind that Success

Kraft carefully pre-tested the new dressing, using local-market newspaper advertising. But for the backbone of its national program, Kraft took three color pages in Reader's Digest—in July, September and October, 1958. The size, income and interests of the Digest audience, the editorial content of the magazine and the faith of its millions of readers were factors that heavily influenced Kraft's decision.

"We figure a major portion of our sales resulted directly from the Digest advertising," said Redmond Hogan, Kraft's Advertising Manager for Salad Products, *"and from the job done by Kraft salesmen promoting our Digest advertising to the trade."*

Since its success introducing Low Calorie Salad Dressing, Kraft has chosen the Reader's Digest to introduce *two other new products.*

What the Digest did for Kraft, it can do—and does—for many other products in many different industries. Here are the unique Digest advantages that make such accomplishments possible:

1) **The largest assured audience that can be bought anywhere.** It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement; larger than the average nighttime network television program.

2) **The largest quality audience that can be found.** The Digest has more readers in every income, occupational, or interest group than any other magazine. And the higher the income group, the greater the Digest's share of the reading audience.

3) **Belief in what the magazine publishes.** People have faith in Reader's Digest, in its editorial and advertising columns alike.

4) **Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

* * * * * * *

In Reader's Digest, you will reach the best part of America—intelligent, prosperous families whose enthusiasm for a product can insure its success. And you can do it economically and effectively.

People have faith in

Reader's Digest

Largest magazine circulation in the U. S. Over 11,750,000 copies bought monthly.

Readers get more!

Every week, on the average, subscribers and newsstand buyers spend one hour and twenty minutes reading their copies of The Financial Post.

On the average, remember. A sizable group, over 70%, spend up to two hours with The Post. An impressive 14% devote more than three hours a week to absorbing Post news on business, investments and public affairs. (Source: Gruneau Research Limited.)

This unusual length of time devoted to The Financial Post is outstanding among readers of business publications.

Give your advertising selective and affective readership with:

The Financial Post

Canada's foremost business newspaper

481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION

NET INCOME?

$1.5 billion in Georgia's money belt

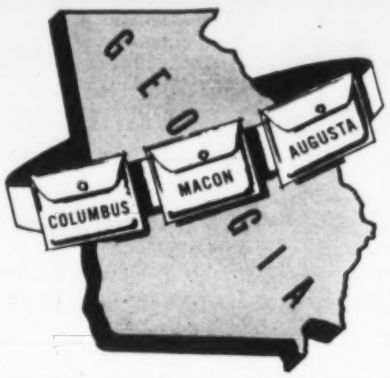
America's first gold rush was in Georgia in 1828. Advertisers, today, are staging another . . . in the Augusta-Columbus-Macon market. "Gold" is $1.5 billion net income. Stake your claim with the Georgia Group. Combination rate; up to 10% savings.

For **penetration** in the Peach State, it's Atlanta **plus**

THE georgia group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**



Rooney Concludes 36 Years With EWRR and Predecessors

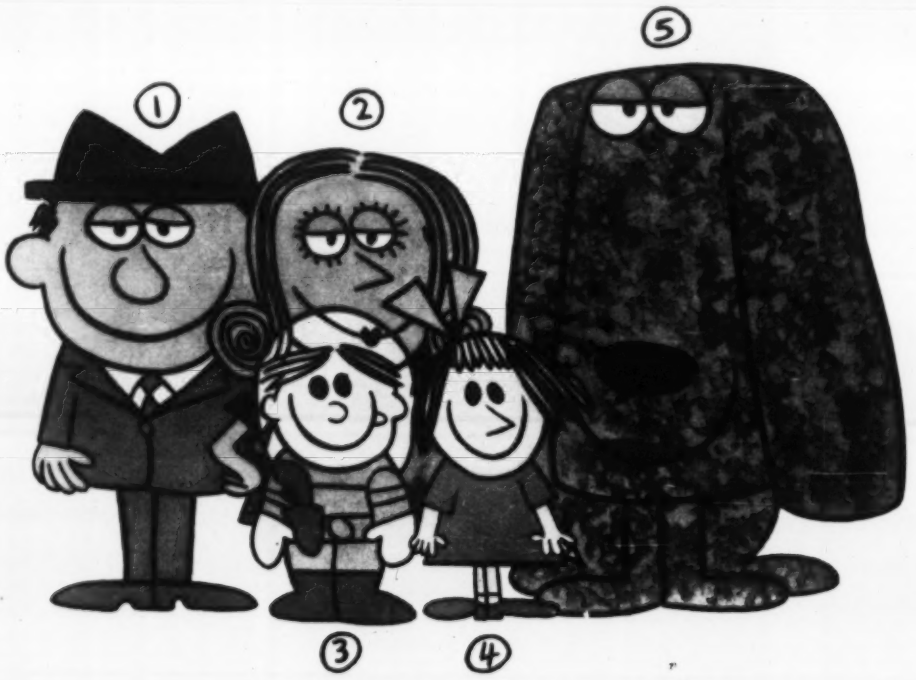
John E. Rooney, account executive and office manager of Erwin Wasey, Ruthrauff & Ryan, Philadelphia, retired March 6 after 36 years with EWRR and its predecessor agencies, George W. Edwards & Co. and Geare-Marston, both of Philadelphia. He plans to operate as a free-lance marketing consultant with offices at 5530 Cedar Ave., Philadelphia.

Four of the accounts Mr. Rooney served were accounts he handled continuously for 25 years. They are Exide Storage Battery Co., Philadelphia; L. H. Gilmer Co., a U.S. Rubber Co. subsidiary; Keasbey & Mattison Co., Ambler, Pa., and Keystone Lubricating Co., Philadelphia.

KSAN Boosts Carroll

J. Walter Carroll has been promoted to commercial manager of KSAN, San Francisco.

ROYALTY—*The dog in this ad is the royalty. Body copy explains that it is the "impeccable and aristocratic Count Pegasus de Caprice." Ad explains that Valley National Bank, Phoenix, is "strictly a shirt-sleeve bank."*



This is Wilmer Finchley (1) average American, his average wife (2) his two average children (3) & (4) his larger than average dog (5)

Multiplied by your latest circulation figures, they make up your ever-loyal audience. They watch you hour by hour, day by day, night after night. If they weren't there, you'd miss them terribly. So would your sponsors.

Cancer will strike 2 out of 3 of such families. But many cancers are curable if detected in time. As a matter of fact, today 1 out of 3 cancer patients is being saved. An annual health checkup is the best way to discover cancer early.

Many people are in the dark about this. You must open their eyes. You owe it to them out of simple humanity. And because of their loyalty to you and because you're the most effective *eye-opener* in your community, let us help you help them.

When the local representative of the American Cancer Society calls on you, open your door. Look at the radio and television materials—the "Finchley family" and others—he is prepared to supply. Open your hearts. Help open the eyes of your loyal viewers. Arm them with information in their fight against cancer.

Give *air time* to the American Cancer Society

Carpeters Pull Rug From Under TV as No. 1 Advertiser

NEW YORK, March 24—The rise and decline of the tv set market is documented in a linage study just completed by George Neustadt Inc., retail advertising analysist.

In 1958, the study shows, broadloom carpeting became the most strongly retail-advertised item in the home furnishings field—usurping the No. 1 spot headed by tv sets ever since the advent of consumer tv advertising in 1948.

This declining importance of tv sets and new eminence of carpeting is "no sudden miracle," the study points out. Retail advertising for tv sets reached its peak in 1950 and has steadily decreased ever since. Carpeting advertising, however, has been steadily increasing for the past ten years.

The story is succinctly told by a Neustadt table which compares retail ad linage of tv sets and carpeting in nine cities (New York, Brooklyn, Philadelphia, Washington, Pittsburgh, Cleveland, Detroit, Chicago and St. Louis).

In 1958, tv set advertising had declined to 4,900,000 lines, 77% below its 1950 high of 21,652,000 lines. Broadloom carpeting linage hit a new high of 5,705,000 lines last year.

The study also goes into a price analysis of broadloom advertising, and finds a continuing trend toward the middle-priced market—above $5 and below $10 a square yard. For example in October, 1957, 59% of retail advertising of carpets was in this middle price range, but in October, 1958, this figure had risen to 66%.

Such linage data, the survey maintains, run "remarkably parallel to sales data" and are "dependable indicators" of consumer demand and consumer price trends. #

Park & Tilford Sets Newspaper Drive in April

Park & Tilford Distillers Co., New York, a unit of Schenley Industries, will break a $153,000 campaign April 1 in 13 New York metropolitan newspapers to launch seven new brands. Five of these bear the Special Selection label, a scotch, a Canadian, a scotch liqueur, a Canadian liqueur and a bourbon liqueur.

The other brands are P&T bonded bourbon and Scottish Majesty scotch liqueur. Mogul, Lewin, Williams & Saylor is the agency.

Thanks for accepting our invitation. We are overwhelmed!

When we invited you to visit our modern craftsmanship plant and to inspect the most advanced developments in photo engraving techniques and equipment, we did hope that you could make it. . . . When our guest book grew into a blue book of Chicago Advertising and Graphic Arts we were proud indeed.

If you were one of the missing few we will be glad to have you visit any time—just give us a ring.

LAURENCE INC.

PHOTO ENGRAVERS
of quality

547 South Clark St., Chicago 5, Ill., WAbash 2-6284

Buying Full Power In San Francisco!

HIGHEST Daily Circulation

AMERICA FIRST

AN AMERICAN PAPER FOR AMERICAN PEOPLE

San Francisco Examiner

MONARCH OF THE DAILIES

HIGHEST Sunday Circulation

A HEARST NEWSPAPER REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

There's More Of Everything In Examiner

More National, More Display– More Big Stores Choose Paper

Advertising is an investment—a sound one in The Examiner, based on safety and maximum return.

Today, and for years, more people read The Examiner than any other San Francisco newspaper. Circulation is at an all time high.

Today, and for years, more advertisers use more advertising in The Examiner than in any other San Francisco newspaper. Jan. 1959, they placed 721,000 more lines than the second paper for the

More Sales 'Tonnage' In Market

By A. J. HOROWITZ
Marketing Mgr.

The San Francisco market offers more "tonnage sales" than all but five markets of

Bargain Buy for Ladies

40 Pct. Greater in Women's News

By KATHLEEN DOYLE
Women's Editor

Today's woman is a wonder. Her husband, children and home come first, but the world is her domain.

Upon this premise, The Examiner gives her the news, more than any other San Francisco newspaper.

Examiner editors reject the traditional "society" approach to today's woman. The women's staff of 22 is an extension of the city desk, covering every phase of a woman's life.

"Women Today," The Examiner's women's section,

Stands Alone!

Examiner's Readers Get 4,170 More Pages

Page After Page, News, News, News!

A great newspaper—and specifically The Examiner—is many things. But first of all it is A NEWSPAPER that COVERS MORE OF THE NEWS than any other newspaper in San Francisco.

The Examiner has been that kind of newspaper since its first day under William Randolph Hearst, March 4, 1887.

The Examiner is more than ever that kind of newspaper today, giving more complete coverage—in every field—

Four New Sunday Magazines

year. In 1958, The Examiner carried 8,700,000 more lines than the second paper.

These two facts justify the selection of The Examiner for advertising investment. But there is more.

MORE THAN 50%

In 1958: The largest local advertiser in San Francisco used more than half his four paper budget in The Examiner. The largest furniture dealer invested more than 80 per cent of his advertising in The Examiner. The largest quality store put 60 per cent of its advertising in The Examiner. Twelve of the first 25 volume advertisers placed more than half their four paper budgets in The Examiner. The Examiner carried more than 640,000 more lines of general advertising than the second newspaper.

It is safe and it is profitable to invest in The San Francisco Examiner.

More Sports Pages; Top 22-Man Staff

By CURLEY GRIEVE
Sports Editor

Complete, authoritative excellence and careful editing keynote The Examiner sports section. And there's 20 per cent more sports news in The Examiner.

Here are seven reasons why Examiner sports are tops:

1—At the scene sports coverage whether a local game or the Olympics half way around the world.

2—Smashing pictorial coverage featuring the famous Examiner magic eye sequences.

3—Community leadership, such as bringing major league baseball to San Francisco and the Winter Olympics to Squaw Valley.

4—A promotional program tops among cosmopolitan papers: presenting annual All-American clinics for youngsters such as the baseball school under Oscar Vitt, basketball school under Hank Luisetti, ski school under Eric Johnson, tennis under Jack Kramer and The Examiner-sponsored William Randolph Hearst Regatta, Far Western Swimming and Diving Championships, Hole-in-One tourney, and Golden Gloves.

5—A staff without parallel, with every department featuring a truly authoritative writer: racing, Abe Kemp; boxing, Eddie Muller; college sports and pro football, Bob Brachman; outdoor sports, J. P. Cuenin and Walter Radke; yachting, Don Selby; baseball, Walter Judge; high school sports, Syd Russell; golf, Phil Norman; bowling, Carl Reich; tennis, Paul Lippman.

6—The top sports columnist anywhere, Prescott Sullivan, and the favorite sports cartoonist in the West, Wiley Smith.

7—Integrity—so vital in sports writing—is characteristic of The Examiner staff.

the United States. Now San Francisco County is the richest in the United States in effective buying income.

Distribution from San Francisco reaches more than 71,700 retail establishments in northern California. Their nearly $8 billion in business is more than that of all eight of the Mountain States.

SIX MILLION PEOPLE

With population nearing the six million mark (more than the total for Connecticut, Maine, New Hampshire, Rhode Island and Vermont) this northern California market continues record-breaking gains.

The San Francisco Examiner, as the top circulation medium for advertisers, with morning circulation of 263,265 and Sunday circulation of 471,387, provides more advertising impact for more sales than any other print media in the market. Carload tonnage sales for advertisers are the direct result.

gives 40 per cent more news to women. (During January, for example, there were 315 more columns in The Examiner than in the second paper).

The flow of letters and telephone calls (more than 2,270 each week in 1958) gives you an idea of readers' trust and acceptance. Today's woman is eager to see how the news of the day affects her.

WHAT'S DOING?

What important feminine figures are in town—and why? What socialites caper at the local and international frolics? How to be fashion wise? How to find fun and friends? Is there community work? Is a career available?

All the interests and answers are hers in "Women Today" through wire services, the exclusive Women's News Service, and local writers.

More Finance News and Advertising

By DONALD K. WHITE
Financial Editor

The morning Examiner regularly prints more business and financial news than any general circulation newspaper in northern California.

It's the basic investment and business guide for businessmen and a vast army of new investors because the financial capital of the West is on our "beat" and so are the financial news centers of the world. We carry the "big board," naturally, and more than 30 stock and commodity tables daily.

62% of All Classified

Sixty-two per cent of all net paid classified advertising published in San Francisco newspapers during 1958 appeared in The Examiner. The Examiner's volume was larger than the three other San Francisco papers combined.

Note: January was an 11 year January high — 98,686 ads. February was the highest in history—103,278.

OVER THE YEARS THE EXAMINER has attained an eminence remarkable in a multi-newspaper market. It stands alone above the competition in news coverage, in influence, in circulation and in advertising with more of everything of importance to readers and advertisers alike.

Late Flash

From---Circulation Mgr. To---Advertising Buyers

MORE PEOPLE: Circulation trends of The San Francisco Examiner continue upward.

From June 30, 1958, to September 30, 1958, the daily Examiner added more than 12,000 to its total of 250,000 daily net paid.

The average net paid daily circulation for the period was 263,265.

This is an all-time high for any newspaper in northern California.

Sunday circulation: 471,387.

More, Better Food News

By PRUDENCE PENNY
Food Editor

Two great superiorities of The Examiner's food section benefit our readers.

First: "Prudence Penny" has been favorably identified with food for nearly fifty years. This identification is national, and the reader feels a friendly familiarity with "Prudence Penny." Second: The Prudence Penny department is the only food department in San Francisco inviting mail and full time telephone service for readers. It answered 23,553 phone calls and 26,690 letters last year.

The food pages are so attractive that others have copied Examiner style. This January The Examiner Thursday food section contained 144 columns to 84 for the second newspaper.

than any other newspaper in northern California.

MORE DAILY, SUNDAY

The proof is in the record. Last year, as a typical example, morning Examiner readers got 4,170 more pages. The margin of the Sunday Examiner over its nearest competitor was great, too.

When the big stories break, Examiner reporters and cameramen on the scene cover the stories more thoroughly than any news medium.

EXPERT STAFF

Experts, whose fields range from science to sports, home economics to high society, travel to fashion—and the best columnists, the best reporters, the best writers, the best cameramen—The Examiner has all of these.

FIRST OF ALL, The Examiner leads today just as it always has for 72 years, as competitors gain or lose, or come and go.

More News Services

Examiner readers receive more national and international news from four news services: Associated Press, United Press International, Hearst Headline Service, and Women's News Service.

And more pictures from AP and UPI and exclusively from Striar Washington photos and Paris Match in Europe.

Magazines

By BILL HALL
Sunday Editor

The greatest advancement in 72 years of The Sunday Examiner's leadership was the recent addition of four bright, new localized magazines.

PICTORIAL LIVING

Pictorial Living is a brilliant and compelling color-gravure magazine, a new star in The Examiner's firmament.

HIGHLIGHT

Highlight is the new and only provocative lively arts magazine in northern California — an entertaining magazine devoted to entertainment.

TV MAGAZINE

TV is a handy tabloid containing more television news and logs than any other newspaper section in our area.

MODERN

Modern is a readable and very popular section offering more news of autos, photography, building, real estate, gardens, and travel.

Of course, the Sunday Examiner has big news and sports sections plus The American Weekly, Women Today and the world's best color comics in Puck, the comic weekly.

(Editor's Note: In January The Examiner averaged 212 pages per issue for its 471,387 readers, compared with 180 pp. for its 275,000 circulation competitor.)

Every Day's Index

These Are Some Stars of The Examiner:

Babette
Jim Bishop
George Rothwell Brown
Bob Considine
George Dixon
Charles Einstein
Alexander Fried
Dan Frishman
Curley Grieve
William Randolph Hearst Jr.
Anita Day Hubbard
Dr. Sara M. Jordan
Hortense Morton
Dwight Newton
Luther Nichols
Dick Nolan
Louella Parsons
Prudence Penny
Wiley Smith
Prescott Sullivan
Donald K. White
Earl Wilson

plus 1,500 other enthusiastic staff members

More for Your Dollar in The San Francisco Examiner

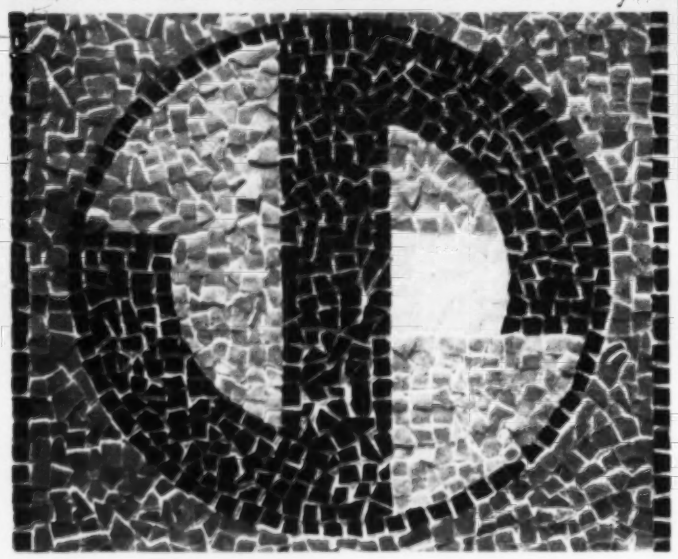
AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

Shield Appoints Reynolds

Shield Chemical Ltd., Toronto, has appointed E. W. Reynolds Ltd., Toronto, to handle its Canadian advertising. Plans include medical advertising of Clorpactin, formerly handled by Wesley Associates, New York.

How Do You Catch Your Customer's Eye?



Good printing catches your customer's eye—catches it and holds it.
The kind of printing done by Johnson Printing, Inc.
When you see the work of Johnson Printing, you know why it commands attention. It's the kind of clean, sharp four-color work that demands top craftsmen and fine modern equipment.
Johnson's skilled, dedicated craftsmen and modern equipment—most of it under two years old—show in the sharp registry and brilliant color of the work.
Most of your customers won't be able to explain in detail why the printing Johnson does for you will be so impressive.
But they'll get the idea—and you'll get the benefit.
Some of America's best-known companies have discovered the accurate, quality work and dependable service that has built Johnson Printing, Inc., into one of the finest and most complete plants in the Midwest.
Why not find out for yourself? Here's our address:

JOHNSON PRINTING, INC.
2215 Galloway Street, Eau Claire, Wisconsin. Phone: TEmple 2-6692.
Better Printing Through Quality Control

Raymond Webb · Barrett Fell · Moody Dean · Lawler · Finney Boyce

EDITORS AND EXECUTIVES—*Members of the Material Handling Institute and McGraw-Hill Publishing Co. editors met recently in a panel discussion. They are George G. Raymond Jr., Raymond Corp.; A. M. Barrett Jr., Barrett-Cravens Co.; Robert F. Moody, Hyster Co.; Frank Lawler, Food Engineering, and Burnham Finney, American Machinist; Jervis C. Webb, Jervis B. Webb Co.; C. L. Fell, American Monorail Co.; Clyde Dean, Yale & Towne Mfg. Co., and Carroll Boyce, Fleet Owner.*

Don't Mix Cocktails and Presentations, Business Papers Told

CHICAGO, March 24—Putting on a comprehensive sales presentation without an appointment—and staging a media presentation for a group at a lunch including cocktails—are the best ways to kill your chances of selling business paper advertising to industrial ad managers and agency men in the Midwest.

These observations, and others, were presented to members of the t.f. Club of Chicago last week by James Murphy, advertising manager, industries group, Allis-Chalmers Mfg. Co., and Burton E. Hotvedt, vp in charge of the industrial division, Klau-Van Pietersom-Dunlap.

Prior to their talks, Mr. Murphy polled 42 industrial ad managers from the Milwaukee area, and Mr. Hotvedt queried 100 agency men serving clients in four midwestern states. The respondents were asked eight questions. Following are some of the results:

- All of the ad managers and 84 out of 85 agency men said they did not like to see an unscheduled, comprehensive sales presentation. Twenty-one of 23 ad managers and 49 of 51 agency men said they didn't like media presentations with their luncheons and cocktails. Brief pitches scheduled in advance were the most popular with both ad managers and agency men.
- Asked whether they preferred paid or free circulation publications, five ad managers voted for paid, one for free, and 34 rated both types good but specified that circulation quality was the most important factor. Thirteen of the agency men preferred paid books, none voted for controlled publications, and 82 said both were good and rated circulation quality as the vital yardstick of the publication's worth.
- Questioned as to what they wanted most in the way of evidence from a publication wishing to get on a schedule, both ad managers and agency executives said they wanted a coverage of the market by vocation, number of plants, types of industries, and as a second choice they listed market evaluation material. The relative standing of a business paper in the number of advertising pages was the least preferred consideration, with a competitive analysis of editorial pages ranking next on the least-preferred list.
- Asked what they thought of business publication promotion generally, 36% of the ad managers and 33% of the agency men put it in the below-average or poor class. The rest of the ad managers termed the promotion as "good" or "about equal to what is done for most advertisers," and the other agency men made the same ratings, with the addition of 5% rating promotion as "excellent." =

Hunt Foods Pushes Free Recipe Book with Drive

Hunt Foods & Industries, Fullerton, Cal., is offering "Easy One Dish Meals," a 24-page recipe booklet, via four-color pages in May and June issues of five magazines and a number of Sunday newspaper supplements. Magazines on the schedule are *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's* and *Redbook*.

Hunt also is supplying retailers with point of purchase materials. Young & Rubicam is the Hunt agency.

Micro-Lube Names Fitzgerald

Fitzgerald Advertising Agency, New Orleans and Dallas, has been appointed to handle the advertising of Micro-Lube, Dallas. Micro-Lube is an automotive additive which is rapidly gaining national distribution.

"You make a wonderful martini, Lucretia . . ."

IT PAYS TO KNOW THE ANSWERS

Hostess Borgia's guests often didn't, history records. In today's TV and radio advertising business, too, you can be slipped a mickie if not up-to-date on this fast-moving field's week-to-week developments. That's why the smart ones depend on BROADCASTING, the most authentic and complete reporter of everything new in TV-radio. Get-acquainted subscription brings you 26 weeks for $1.75! Order now—pay when billed.

BROADCASTING
1735 DeSales Street, N. W., Washington 6, D. C.

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings a share 1958	Earnings a share 1957
American Hospital Supply Corp.	$ 66.635.654	$ 58.941.867	$ 2.934.280	$ 2.523.062	$ 3.99	$3.56
American Tobacco Co.	1.103'023.397	1.098.092.746	58.845.844	57.094.650	8.55	8.28
Colgate-Palmolive Co.	534.047.000	506.910.000	21.166.000	19.930.000	8.27	7.81
Consolidated Water Power & Paper Co.	76.407.884	71.031.106	5.967.416	6.276.292	2.35	2.47
Dr. Pepper Co.	——[a]	——[a]	477.069	470.207	.71	.70[b]
E. I. du Pont de Nemours & Co.	1.829.249.758	1.964.624.295	341.248.869	396.610.341	7.25	8.48
Great Northern Paper Co.	52.741.575	63.325.982	990.380[c]	2.846.254	.29	2.42
Hertz Corp.	91.000.000[d]	80.000.000[d]	——[a]	——[a]	1.45	1.83[e]
Hunt Foods & Industries	121.174.145	118.239.813	4.673.009	4.590.169	1.60	1.57
International Paper Co.	915.142.983	956.767.407	72.000.906	79.435.107	5.46	6.04
Kellogg Co.	219.997.523	213.237.584	18.593.489	17.082.209	2.04	1.88
Minnesota Mining & Mfg. Co.	376.293.016	370.106.838	43.879.033	39.726.558	2.58	2.34
G. C. Murphy Co.	208.922.270	208.226.887	7.419.203	8.743.566	3.50	4.11
Nekoosa-Edwards Paper Co.	39.088.636	38.198.555	2.502.518	3.000.715	1.48	1.77
Oneida Ltd.	——[a]	——[a]	295.674	523.186	.56	1.38
Perfect Circle Corp.	30.790.000	31.089.000	2.163.000	2.414.000	2.10	2.34
Philip Morris Inc.	440.833.708	408.813.852	17.089.913	15.759.439	4.90	4.50
Pitney-Bowes Inc.	51.340.817	45.906.583	4.424.325	4.137.147	3.20	3.01[f]
Scott Paper Co.	285.004.323	275.006.366	22.114.465	21.560.126	2.75	2.68
United Air Lines	319.961.000[g]	——	14.300.000[g]	7.888.000	4.05[g]	2.38
U. S. Steel Corp.	3.472.100.000	4.413.800.000	301.500.000	419.400.000	5.13	7.33
Wm. Wrigley Jr. Co.	92.424.050	93.121.498	91.349.130	92.277.165	5.19	5.54
Yale & Towne Mfg. Co.	115.734.391	128.558.408	3.626.251[h]	4.692.259	1.63	2.11
Zenith Radio Corp.	195.041.624	160.018.978	12.116.165	8.165.577	12.30	8.29

[a] Not reported. [b] Includes $29,500 from sale of bottling plant assets—about 4¢ per share. [c] Includes net credit of $392,000 from sale of timber land. [d] Estimated. [e] Adjusted to stock split Dec., 1958. [f] Restated to reflect 2% stock dividend in 1958. [g] Gain due partially to competitors' strikes. [h] Includes $1,168,504 credit from settlement of 1950-52 federal income tax.

AWARENESS
is a fact of LIFE

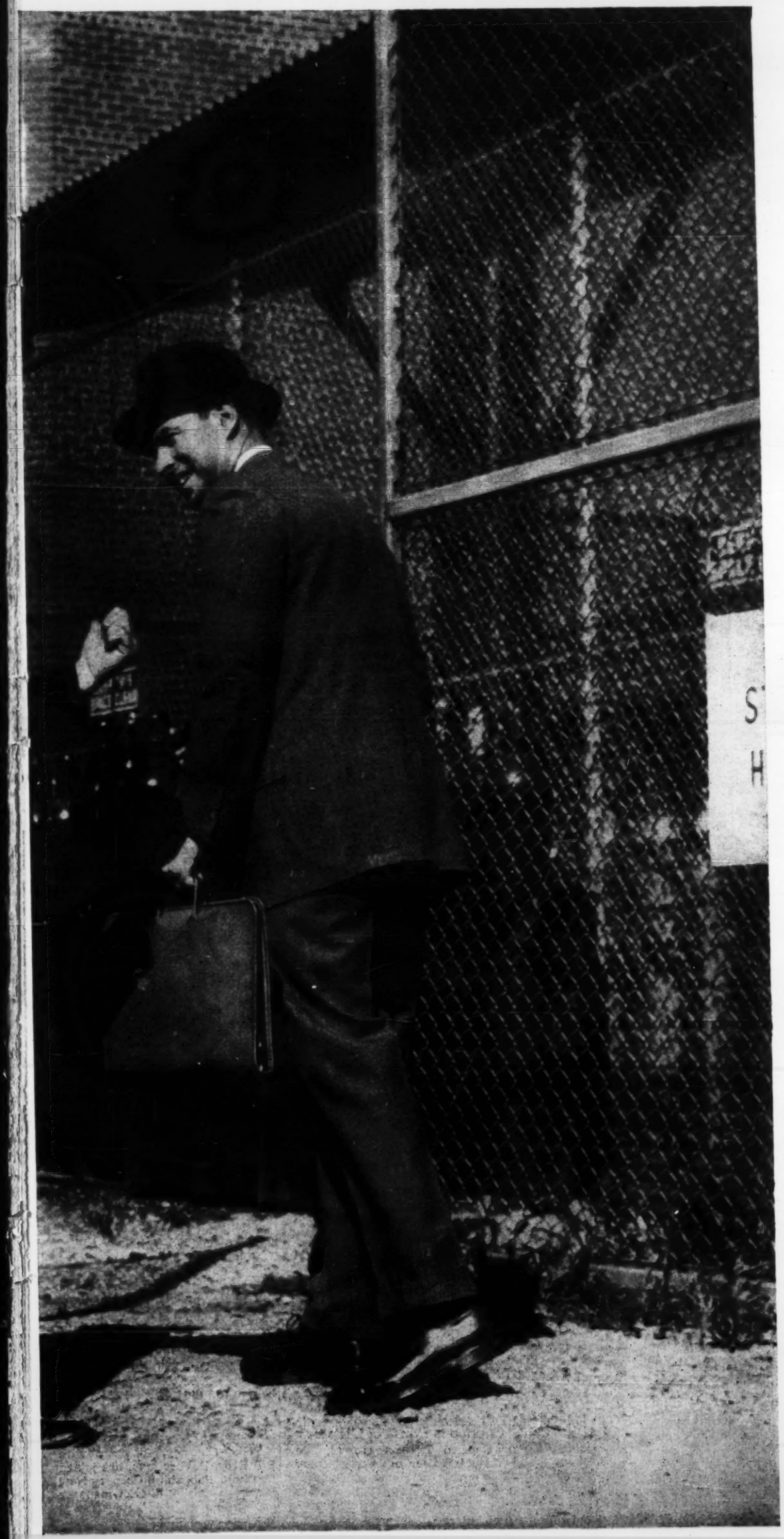
Awareness comes early to some people, never to others.

People who have it are easily identified. They are busy with what's going on, intrigued by what's happening now.

For these people the attraction of LIFE is natural. LIFE has their spirit, their know-for-yourself attitude. They find in LIFE the things they respond to in the world around them. LIFE helps these people *stay* aware.

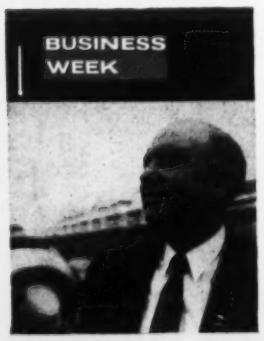
Awareness is a fact of LIFE. One fact. You might say that for more than 32 million receptive readers, LIFE is everything that's *new* and *now* and in the *present.*

Retailers who are aware know the facts of LIFE, too. In their newspaper advertising, retailers feature "Advertised-in-LIFE" products six times as often as products advertised in the next two leading general magazines combined.



IT PAYS TO CALL IN A BUSINESS SUIT WHEN YOU CALL ON A BUSINESSMAN

Business is no "cloak and dagger" affair of secret passwords and mysterious approaches. The formula for "getting in" is quite simple. Important doors open readily for the man who comes calling dressed as businesslike as his mission. And it works just as well for your management advertising, too. You get just the right size and fit here in Business Week . . . for management only, by subscription only . . . strictly business-tailored . . . 120 editors concentrating on nothing but news for business men. Why wouldn't your own customers and prospects insist it's "most useful" of any news weekly or general-business magazine? More management readership for your advertising dollar, too.



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

Trench Elected President

Archer W. P. Trench, chairman of American Metal Market Co., New York, has been elected president of the company to succeed the late R. A. Langer. The positions of president and chairman have been combined in the one office of president.

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y.
Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

Information for Advertisers

"The 1959 Market Data Folder" of the **Iowa Farm & Home Register** is now obtainable by writing the advertising department, *Iowa Farm & Home Register*, Register & Tribune Co., Des Moines. The folder contains information for computing sales potentials in all of Iowa's 99 counties. In addition, direct comparisons are made with specific farm operations in neighboring states. Included is a statewide farm land and crop summary as well as livestock, poultry and machinery comparisons with previous years.

• The **Daily Telegram**, Temple, Tex., has just completed its fourth annual food product survey, covering sales performance of specific brands of frequently used food products. Copies are available on request to the newspaper.

• **American School Board Journal** has released a 16-page illustrated market-media guide to better understanding and selling of the school market. Besides analyzing the school buyer, the brochure provides basic facts on editorial direction, circulation, merchandising services and advertising rates. Requests should be addressed to Bruce Publishing Co., 400 N. Broadway, Milwaukee 1.

• **Scripps-Howard Research** has published a statistical analysis entitled "Economic Support of Mass Communications Media, 1929-1957." The 32-page report presents in tabular form—29 tables in all—the growth of consumer and advertising support of the mass media in the last 30 years. The economic data is related to population growth and is adjusted to show the effect of inflation. Sources of basic data are identified and the method of analysis is described. The report is available without cost from Scripps-Howard Research, 1124 Union Central Bldg., Cincinnati 2.

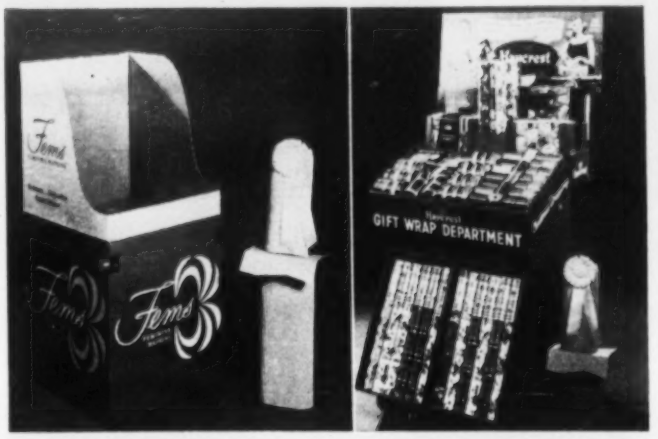
• "Corset & Brassiere Directory," published by **Mackay Publishing Corp.**, 30 E. 29th St., New York, will appear on May 10 as the 13th edition. This was formerly distributed as a section of *Corset & Brassiere*.

• A special "food folder" containing a market data brochure, a food distribution map, a retail route list, a food study and miscellaneous other market material has been issued by the **Standard-Times**, New Bedford, Mass.

• Facts and use illustrations about "straight-line" advertising are presented in a new book offered by **Capper-Harman-Slocum**, publisher of *Ohio Farmer*, *Pennsylvania Farmer* and *Michigan Farmer*. The book shows how advertisers can effectively localize their advertisements with photographs, testimonials, dealer names, prices and local coupon return address at little or no expense because the papers are printed by rotogravure. Other services of the "straight-line" program are also outlined. They include field staff reports to help guide advertisers on current situations in given areas, photography assistance and "local-action" editing. The 20-page book is available, free of charge, from the publisher, Capper-Harman-Slocum, 1010 Rockwell Ave., Cleveland 14.

• **Look** has just released a new marketing study which breaks down all important marketing areas by buying income, total retail sales, retail sales by store groups and population, and also shows the coverage in these markets by all leading newspaper supplements and *Look*, *Life* and *The Saturday Evening Post*. In addition, all data in the study—including the net and gross audiences of the media—are related to population by the four major divisions of the U.S.: by regions; A, B, C and D Nielsen counties; by the top 50, 100, 200 and 280 metropolitan areas and by total non-metropolitan areas. For further information write Larry Hanson, Cowles Magazines, 488 Madison Ave., New York 22.

• Results of the ninth annual survey of beer and ale distribution and estimated sales in Philadelphia have been published by the **Philadelphia Inquirer.** The statistics cover retail liquor licensees and distributors and offer current and five-year markings of all leading brands. Copies of the booklet are available through the *Inquirer*, 400 N. Broad St., Philadelphia 1. #



THREE OF TWELVE—*These are three gold medal winners out of 12 categories in the fifth fiber box competition sponsored by the Fibre Box Assn. The floor stand for displaying gift wrappings was made by Ohio Boxboard Co., Rittman, O., for Papercraft Co., Pittsburgh; the sanitary napkins display shipper was made by Container Corp. of America for Kimberly-Clark Corp., Neenah, Wis., and the box for gourmet foods by Hinde & Dauch, Sandusky, O., for Daub Bros. Cheese Co., Pittsburgh.*

Wunderman Adds Book Club

Readers' Subscription Book Club, New York, has appointed Wunderman, Ricotta & Kline, New York, to handle its advertising. Vos & Co., New York, is the previous agency of record. John Tobias, formerly with Batten, Barton, Durstine & Osborn, has joined the copy department of Wunderman, Ricotta.

Caprico to House of Graphics

Caprico International, New York, importer of sporting goods, has appointed House of Graphics, New York, to handle its advertising. Kameny Associates, New York, is the previous agency.

Georgia-Pacific Sets Monthly Media Days

PORTLAND, ORE., March 24—Georgia-Pacific Corp. will set aside the first and third Thursdays of each month, beginning April 1, for media people.

Robert O. Lee, director of public relations and advertising, who has told media men around the country of the new deal, explained that almost 100 media people were in "frequent contact" with his advertising group.

"Most of these people need from 30 minutes to two hours to get their story across. Thus we are faced with devoting almost 100 hours a month to this activity."

Mr. Lee's new arrangement calls for 30-minute interviews for each rep, beginning at 8:30 in the morning and continuing to a closing session from 4 to 4:30 p.m. This allows 14 sessions in an eight-hour day.

■ Mr. Lee said four qualified Georgia-Pacific admen, plus one McCann-Erickson man, will be available.

"This allows a total of 70 possible sessions every two weeks. Our check with several media people indicates that a half-hour should suffice, if the facts are well-organized and well-presented."

Under the old system, which added up to 100 hours monthly, Georgia-Pacific people were "too often interrupted in the middle of some important project" or were unable to see media men because of field trips, priority conferences or other commitments. Then the media rep often had to make the same pitch twice, the second one being to the agency, McCann-Erickson. #

Charney Joins Reinhold

Felix Charney, formerly with Bill Bros. Publications, has joined Reinhold Publishing Corp. as New York advertising district manager of *Automatic Control*. He succeeds Lin Williams, who resigned.

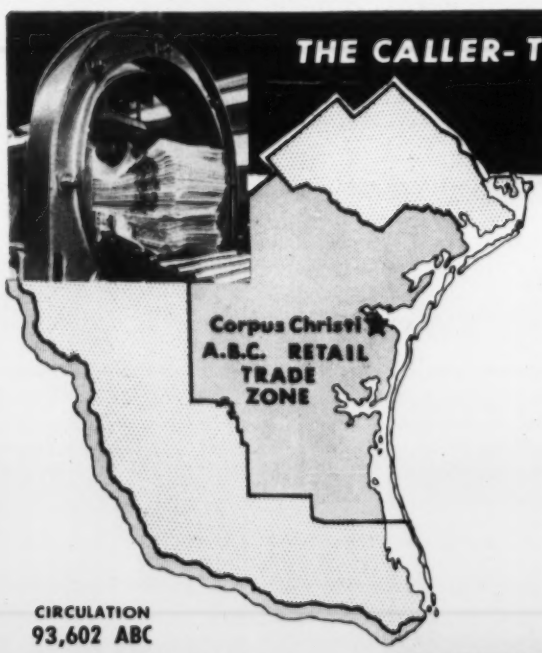
SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

THE CALLER-TIMES SELLS IN THE
Tip of Texas



Almost as big as West Virginia! More people than Maine! That's the Tip of Texas where the Caller-Times is the one big selling force. Over a million people in 23 counties. More than $1.25 billion buying power. The Caller-Times is delivered daily to homes in 75 cities and towns from the Gulf to the Rio Grande, with 36% coverage in the 23-county area, 76% in our retail trading zone. We've just doubled our plant and installed ten new presses to serve this big market better —and to help you sell it better. Write today for latest market data.

CIRCULATION
93,602 ABC

Represented nationally by
Texas Harte-Hanks Newspapers
Natl. City Bldg., Dallas
New York Atlanta Chicago

The Corpus Christi Caller-Times

The Washington Star

—first choice of Washington's retail grocery advertisers

is now being published in

its New Plant...one of the most modern in the world

68 Page Retail Grocery Lead for The Star

in five month period ending February, 1959

In a *three* newspaper town, The Star carried 48% of all retail grocery advertising and 47% of total grocery advertising (retail & general) during the past five months. This is indeed a fine testimonial to the remarkable pulling power of the Star—and the reason why The Star *outgained* the other two Washington newspapers during the past five months. In the Metropolitan Washington market, The Star reaches the families that make up your best customers. And because The Star is an evening newspaper, readers have ample time to study the grocery ads at home while making up their grocery shopping lists. Manufacturers and distributors seeking a larger share of this big, important market will obtain the strongest results by using The Star—Washington's biggest and best guide for grocery shoppers.

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D.C.

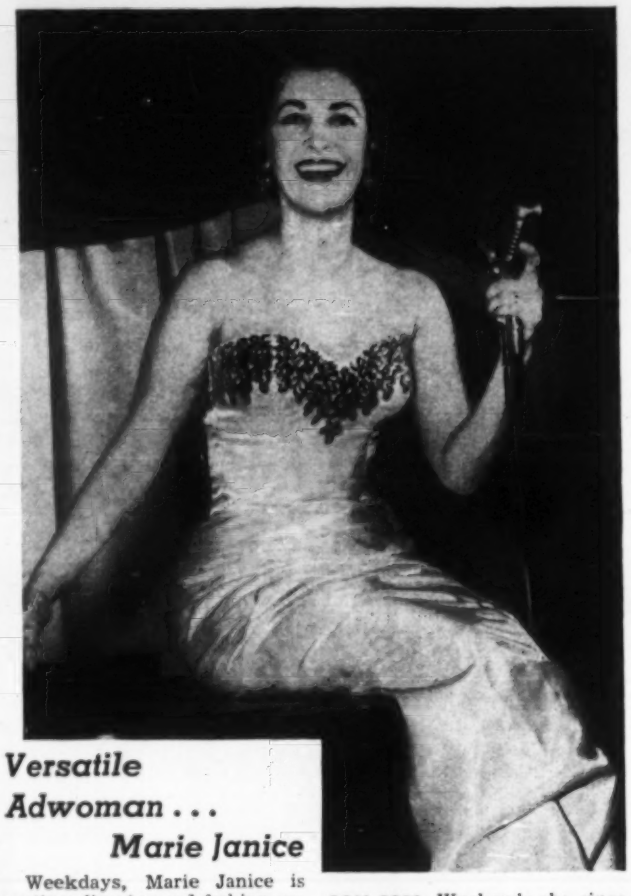
Represented nationally by: **O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco**

Special Florida representative: **McAskill, Herman & Daley, Inc., 1205 Lincoln Road, Miami Beach, Florida**

announcing

hi-fi

See page 72



POPS TOPS—*Weekends she sings.*

Versatile Adwoman . . . Marie Janice

Weekdays, Marie Janice is casting director and fashion coordinator at Cunningham & Walsh. Weekends, she's a professional pop singer on bandstands in and about New York.

She's been singing since she was six. Until she was married she was a regular vocalist with her father's dance band. She has no plans for a fulltime singing career though—"It's too hard a life." But she wouldn't be averse to a record contract.

Her two careers suit Marie fine. The weekend vocalization gives her a chance "to blow off steam." And it helps her in her casting job too, she believes—being talented herself gives her better understanding of talent casting problems in her job.

She rarely combines her two vocations. However, when the agency has a trial commercial to try out on the client, Marie is often called in to give it the professional touch. She's also an enthusiastic member of the adman's jazz combo, the Many-Splendored Stompers.

Before joining C&W, Marie was with Young & Rubicam for 13 years, then moved to Atherton & Currier as assistant to the head of radio-tv. She majored in fashion illustration and design at school—hence her duties as fashion coordinator at the agency. This relates to her singing career too—she designs and makes her own costumes. #

TV DEBUT—*Marie sings "The Weaver" on "Jimmy Dean Show" (CBS-TV).*

ON THE JOB—*As casting director of Cunningham & Walsh, Marie Janice checks over a tv commercial with Actor Hal Hackett.*

BUY A RIFLE...GET A SHOTGUN, TOO!

RIFLE

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

THE SHOTGUN

76-COUNTY TRADE AREA
702, 350 Families
2,613,400 Population
• 59% Family Coverage in the 61 Major Towns (Excluding Memphis) in Memphis Market

SRDS 11-15-58
* ABC Audit 3-31-58

TOTAL PAID CIRCULATION
Combined Daily 356,433
Sunday 255,182
ABC Pub. Statement 3-31-58

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Ross Llewellyn Names Fingulin; Adds 2 Accounts

Ross Llewellyn Inc., Chicago, has appointed Alfred J. Fingulin, formerly an account executive with Scheel Advertising Agency, Cleveland, an account executive. Armour Leather Co., Chicago, moved from Scheel to Ross Llewellyn with Mr. Fingulin. Armour Leather, a division of Armour & Co., makes upper and sole leathers for shoe manufacturers and the repair trade.

Ross Llewellyn also has been named to handle advertising for Electro-Golf Inc., Batavia, Ill., maker of a new electronic golf practice driving range for country clubs, schools, colleges and similar installations. Mr. Fingulin is account executive on both accounts.

Baxter to Cargill, Wilson

Robert E. Baxter has joined Cargill, Wilson & Acree, Richmond, Va., as an account supervisor. He formerly was advertising and sales promotion manager of C. F. Sauer Co., Richmond food manufacturer.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

The ceramic field is so vast that it offers a big market for advertisers in just about every field! Investigate the ceramic sales potential today. Write for your free copy of the "Scope and Size of Ceramic Production in the United States".

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Dailies' '59 Linage Is Up 1%; General, Auto Brackets Trail

NEW YORK, March 24—Newspaper ad linage in the first two months of 1959 was 389,620,491 lines, up 1.1% over 385,419,981 lines reported for the same period in '58, according to a Media Records check of newspapers in 52 cities.

Linage in February was 196,095,753 lines, a 4.1% gain over linage reported in February, '58.

Biggest gains for the year were in classified, financial and retail advertising categories. Classified linage was 102,480,670 lines, up 7.6% from '58. Financial linage was at 9,318,804 lines, up 5.3%, and retail advertising, at 210,130,825 lines, was up 1.4% for the year.

Automotive and general linage for the first two months continued below 1958 levels. Auto linage was 18,024,865 lines, down 18.9% from the same period in '58. General linage, at 49,665,327 lines, was off 4.1% from last year. #

California Dodge Dealers Set $400,000 Ad Budget

The Dodge Dealers Assn. of Southern California, Los Angeles, will invest $400,000 in advertising this year. Half of the budget will go for 10 consecutive hours of KLAC every Sunday for 52 weeks, beginning March 29. The first of four 13-week promotions will feature a grand prize for two of a holiday anywhere in the world. Grant Advertising, Hollywood, is the agency.

Hi-Fi Magazine Sold

Audiocom Inc., publisher of *High Fidelity* magazine, has purchased *Hi-Fi Music at Home*, published by Sleeper Publications. Following the May, 1959 issue, *Hi-Fi Music at Home* will be absorbed into *High Fidelity*.

this Wonderful thing about families

Dine out alone and it's just another meal. Take your family along and it's more . . . much more. Your wife's glow of pleasure. Your daughter's delighted smile. And afterward, the talking-over—the "wasn't it fun when . . ." reminiscences.
Whatever you do takes on added zest when those you love are there to enjoy it with you. That's why families with children do (and buy) so much more. It's also why so many families with children are LOOK families. For LOOK is edited to be shared, to be talked over, by men and women and teenagers—by every member of the family.

LOOK's 27,900,000 readers are concentrated more among families with children than is the audience of any other major magazine. Through its accent on human values, the warmth and variety of its exciting story of people, LOOK has won a unique place in the minds and hearts of America's families. And it is the family that holds the key to success for American businesses.

AMERICA'S FAMILY MAGAZINE **LOOK**—*the exciting story of people*

Spot TV Advertisers by Product Classification: 1958

Source: Television Bureau of Advertising from N. C. Rorabaugh Data

	Estimated Gross Time Costs
AGRICULTURE	$ 1,350,000
Feeds, Meals	746,000
Miscellaneous	604,000
ALE, BEER, & WINE	44,214,000
Beer & Ale	40,299,000
Wine	3,915,000
AMUSEMENTS, ENTERTAINMENT	559,000
AUTOMOTIVE	7,376,000
Anti-Freeze	112,000
Batteries	131,000
Cars	4,134,000
Tires & Tubes	1,554,000
Trucks & Trailers	132,000
Miscellaneous Accessories & Supplies	1,313,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,789,000
Fixtures, Plumbing, Supplies	552,000
Materials	656,000
Paints	1,185,000
Power Tools	59,000
Miscellaneous	327,000
CLOTHING, FURNISHINGS, ACCESSORIES	13,241,000
Clothing	11,269,000
Footwear	1,445,000
Hosiery	497,000
Miscellaneous	30,000
CONFECTIONS & SOFT DRINKS	28,237,000
Confections	12,039,000
Soft Drinks	16,198,000
CONSUMER SERVICES	14,605,000
Dry Cleaning & Laundries	81,000
Financial	2,181,000
Insurance	2,773,000
Medical & Dental	151,000
Moving, Hauling, Storage	317,000
Public Utilities	7,099,000
Religious, Political, Unions	1,224,000
Schools & Colleges	135,000
Miscellaneous Services	644,000
COSMETICS & TOILETRIES	46,749,000
Cosmetics	8,133,000
Deodorants	3,426,000
Depilatories	295,000
Hair Tonics & Shampoos	8,674,000
Hand & Face Creams, Lotions	2,813,000
Home Permanents & Coloring	5,890,000
Perfumes, Toilet Waters, etc.	1,704,000
Razors, Blades	1,904,000
Shaving Creams, Lotions, etc.	1,694,000
Toilet Soaps	10,744,000
Miscellaneous	1,472,000
DENTAL PRODUCTS	14,467,000
Dentifrices	11,132,000
Mouthwashes	2,455,000
Miscellaneous	880,000
DRUG PRODUCTS	44,626,000
Cold Remedies	12,863,000
Headache Remedies	7,792,000
Indigestion Remedies	8,988,000
Laxatives	3,082,000
Vitamins	2,825,000
Weight Aids	1,917,000
Miscellaneous Drug Products	6,285,000
Drug Stores	874,000
FOOD & GROCERY PRODUCTS	135,687,000
Baked Goods	26,469,000
Cereals	11,552,000
Coffee, Tea & Food Drinks	32,140,000
Condiments, Sauces, Appetizers	5,515,000
Dairy Products	7,853,000
Desserts	2,023,000
Dry Foods (Flour, Mixes, Rice, etc.)	8,314,000
Fruits & Vegetables, Juices	9,429,000
Macaroni, Noodles, Chili, etc.	1,934,000
Margarine, Shortenings	6,673,000
Meat, Poultry & Fish	6,366,000
Soups	461,000
Miscellaneous Foods	6,420,000
Miscellaneous Frozen Foods	1,454,000
Food Stores	9,084,000
GARDEN SUPPLIES & EQUIPMENT	661,000
GASOLINE & LUBRICANTS	24,479,000
Gasoline & Oil	23,411,000
Oil Additives	858,000
Miscellaneous	210,000
HOTELS, RESORTS, RESTAURANTS	423,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	29,650,000
Cleaners, Cleansers*	24,051,000
Floor & Furniture Polishes, Waxes	4,146,000
Glass Cleaners	392,000
Home Dry Cleaners	405,000
Shoe Polish	148,000
Miscellaneous Cleaners	508,000
HOUSEHOLD EQUIPMENT—APPLIANCES	4,621,000
HOUSEHOLD FURNISHINGS	2,926,000
Beds, Mattresses, Springs	1,671,000
Furniture & Other Furnishings	1,255,000
HOUSEHOLD LAUNDRY PRODUCTS	29,940,000
Bleaches, Starches	4,814,000
Packaged Soaps, Detergents*	23,217,000
Miscellaneous	1,909,000
HOUSEHOLD PAPER PRODUCTS	5,163,000
Cleansing Tissues	1,411,000
Food Wraps	1,417,000
Napkins	347,000
Toilet Tissue	755,000
Miscellaneous	1,233,000
HOUSEHOLD, GENERAL	4,101,000
Brooms, Brushes, Mops, etc.	430,000
China, Glassware, Crockery, Containers	356,000
Disinfectants, Deodorizers	1,090,000
Fuels, (heating, etc.)	488,000
Insecticides, Rodenticides	821,000
Kitchen Utensils	89,000
Miscellaneous	827,000
NOTIONS	384,000
PET PRODUCTS	4,411,000
PUBLICATIONS	757,000
SPORTING GOODS, BICYCLES, TOYS	3,045,000
Bicycles & Supplies	35,000
Toys & Games	2,819,000
Miscellaneous	191,000
STATIONERY, OFFICE EQUIPMENT	149,000

* Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

Jack N. Pitluk Jr. Jack N. Pitluk Louis Pitluk

FATHER AND SONS—*On the occasion of the 40th anniversary of Pitluk Advertising Co., San Francisco, Jack N. Pitluk, who established the agency in 1919, poses with his two sons, Jack N. Pitluk Jr. and Louis N. Pitluk.*

Shaffer, Lazarus Adds Five

Shaffer, Lazarus & LaShay, Chicago, has added five new accounts, all in Chicago: Tote-Brush Inc., manufacturer of pocket dental kits; Doro Mfg. Co., maker of office furniture; Important Imports, which sells radios and recorders; and Chicago Vogue Club, a social organization, Made-Rite Bedding Co.

Go right

American Seeks L&N Successor; Split Unexplained

'Often' Account Moves 'for Reasons Other Than Ad Quality': Rheinstrom

NEW YORK, March 24—A company now looking for a new agency on Madison Ave. had good news last week for Wall St.

American Airlines reported that 1958 sales were the highest in history—$317,240,000. Net earnings soared to $16,080,000—up 43.5% over 1957.

On the New York Stock Exchange the common stock of American bounded to its highest levels in history for two days in a row. The stock broke $31 on Tuesday and $32 on Wednesday. It sold for as low as $15 last year.

■ On Madison Ave., this sterling performance only tended to underline an unanswered question: Why is American pulling its $6,000,000 account out of Lennen & Newell? (AA, March 16).

There was no answer from Charles Rheinstrom, exec vp of American, who this week continued to see agencies eager to replace L&N.

Mr. Rheinstrom told ADVERTISING AGE he was sorry but he could not give the reasons for the dismissal of L&N.

"It's not anything insidious—something you couldn't tell your mother," he said, "but I just can't comment. As you know, it is often that an account will move for reasons other than the quality of the advertising."

Mr. Rheinstrom's implication that American has not been dissatisfied with the advertising produced by Lennen & Newell indicates that the split may fall into that amorphous area known as "personality conflict."

FOR LOVE—*A pr campaign for Stoner-McCray, Des Moines, plant operator, includes these painted bulletins suggesting a little domestic charity. Wesley Day & Co. is the agency.*

■ According to one observer close to the American Airlines picture, Mr. Rheinstrom's dissatisfaction with L&N stems largely from the fact that he did not select the agency.

"Charley Rheinstrom is a perfectionist," this observer said, "and he likes to run his own show. He wants to have working for him an agency of his own choice."

At Lennen & Newell, there were no answers to the question either.

■ "I don't know why the account is moving. You will have to ask Mr. Rheinstrom that," C. L. (Bill) Smith, senior vp of the agency, told ADVERTISING AGE.

Mr. Smith, brother of C. R. Smith, president of American, supervised the account at Ruthrauff & Ryan before it moved to L&N in 1955. He is not expected to move with the account this time.

Mr. Smith insisted doggedly that he could not supply any reasons why American should be in the market for a new agency. "We will stand on the record," he said.

The record he proposes to stand on is a rather distinguished one. American and its agency have won numerous citations for advertising.

■ Between 1954 and 1958 American Airlines advertising in newspapers and magazines won seven awards from the New York Art Directors Club. The advertising was also cited every year from 1955 through 1958 by the American Institute of Graphic Arts. And it won awards in 1956, 1957 and 1958 from the New York Type Directors Club.

A survey just completed by Elmo Roper for L&N shows that American enjoys greater public recognition than any other airline.

L&N handled what has been called the most successful promotion ever launched by American—the introduction of Royal Coachman service in May, 1956. A survey taken last year showed that the Royal Coachman service was more familiar to the public than any other flight by any airline.

■ In some circles, Bill Smith has been mentioned as a possible cause for the agency-client friction. Mr. Smith was relieved of his management supervisor's post last September, six months after Mr. Rheinstrom returned to American from J. Walter Thompson Co.

Mr. Smith told ADVERTISING AGE he could not understand this line of reasoning.

"If the advertising has been successful and I have been working on the account all these years, why should the agency be changed because of me?" he asked. "And besides," he added, "if I haven't been on the account since September, why should it move now if I'm the reason?"

Mr. Smith also heatedly denied that he had anything to do with the switch of the account to L&N from Ruthrauff & Ryan; he described this story as "wholly untrue." Lennen & Newell, he said, was selected "by American's sales and advertising department—I didn't even speak to Adolph Toigo [president of L&N] until after the agency was selected. This rumor has more to do with my mother than me. I didn't make a dime more than I was making at R&R by moving over here—and I can prove it."

■ In the memorandum circulated at the agency, Mr. Toigo said: "Historically our association with American Airlines has been one of the finest in our experience, and we will do nothing to detract from this."

A team of 30 people work on the American account at L&N—a number of them holdovers from the R&R days. T. J. Ross, ex-R&R, is the account executive. The art side is headed up by the talented Suren Ermoyan, also ex-R&R. Gail Raphael, who had been copy supervisor at R&R, left L&N Jan. 1 to join Doherty, Clifford, Steers & Shenfield. #

to the TOP...go ABC-TV

You're going where the growing is when you go ABC-TV. ABC's nighttime audience has grown by 1,100,000 homes over this time last year (another network gained only 55,000 homes – and the third lost 590,000!). Some of the more important reasons are right on these pages.*

These pages are the picture of efficiency, too. ABC programming pulls in audiences more efficiently than either of the other two networks. Average cost per minute for 1,000 homes on ABC is $2.78. (The other two – $3.13 and $3.43, respectively.)**

Which, we think you'll agree, makes ABC No. 1 for the money.

ABC TELEVISION

*National Nielsen Feb. I & II Report, Average Audience Per Minute. Sun.-Sat. 7:30-10:30 PM all sponsored evening programs. **Nielsen Cost Per Thousand Commercial Minutes Delivered Data, Nov.-Dec., '58. Evening Once-A-Week Programs, based on Nielsen average audience ratings and estimated time costs and published talent figures.

SMALL runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.
Put Punch in Point-of-Purchase

Newhouse Enters Magazine Field in Conde Nast Buy

(Continued from Page 2)

by Conde Nast Publisher I. S. V. Patcevitch and purchased 450,000 shares in the company from Amalgamated Press Ltd. in London. The price was reportedly about $5,000,000.

■ While his holdings represent only 50,000 shares short of control in the company, Mr. Newhouse said he will not actively participate in management of Conde Nast. His wife, however, will probably join the company's board of directors.

Mr. Patcevitch, who reportedly holds the next largest interest in Conde Nast, and who now controls the company together with Mr. Newhouse, will remain as publisher and president.

The Newhouse purchase ended a three-month period in which several major magazine publishers, financial groups and private investors were reported to be negotiating with Mr. Patcevitch for the stock option. Among those mentioned as prospective buyers were *McCall's* (AA, Jan. 26), Time Inc. and *Seventeen*.

■ The option to buy controlling interest was extended Mr. Patcevitch after a recent merger of Britain's *Mirror-Pictorial* group with Amalgamated Press Ltd. (both are giant publishing chains with holdings in and out of Britain). Entry of Mr. Newhouse into the Conde Nast operation shifts control of the company from British to U.S. ownership.

Mr. Newhouse told ADVERTISING AGE today that his reason for buying into the magazine field was simply that he considered the Conde Nast property "a very excellent investment if the management is left alone." He added that Conde Nast would now be an even better property since it will operate "without interference from England." His share of Conde Nast, he said, will probably be held by the Newhouse newspapers.

■ The son of an immigrant factory worker, the 63-year-old publisher seems to have an unlimited supply of money. At 27, he had acquired enough cash to buy 51% of his first newspaper, the *Staten Island Advance*. Since then he has paid out millions—nearly always in cash—for a string of newspapers extending from Newark, N.J., to Portland, Ore.

In addition to the newspaper chain, which includes the *St. Louis Globe-Democrat* (bought in a record $6,250,000 cash deal), *Syracuse Post-Standard*, *Long Island Press*, *Long Island Star Journal*, the *Portland Oregonian* and the *Harrisburg News*, Mr. Newhouse also controls five radio and television stations spotted around the country.

■ The Conde Nast operation—which includes the highly profitable Conde Nast Press in Greenwich, Conn.—has also been acquiring new properties, though at a much slower pace than the Newhouse chain.

In January, Conde Nast purchased Bride's House Inc., publisher of *Bride's Magazine* (AA, Jan. 5). Although the price was not announced, a report filed by Conde Nast with the Securities & Exchange Commission revealed that the company had borrowed $1,000,000 to purchase the property. *Bride's Magazine*, with a 1958 ad volume of more than $1,500,000 and a '59 circulation of over 660,000, is said to be the leading book in its field. In January, '59, the magazine reported 214.6 pages as against 207.9 pages in '58.

Other Conde Nast books did not fare so well in '58. Total ad pages in *Vogue* during 1958 were reported at 1,628.7 pages, as against 1,851.2 pages reported in '57. *Glamour* reported 870.2 pages for '58, as compared with 1,086.3 pages the previous year. *House & Garden* reported 806 pages for '58, down from 949.1 pages reported the previous year. #

Lyncoach Names Riger

Lyncoach & Truck Co., Oneonta, N. Y., has appointed Fred Riger Advertising, Binghamton, N. Y., to handle its advertising. The company makes aluminum truck bodies, mobile control units for guided missiles and other special purpose vehicles.

Dr. Schweidel to Shaller-Rubin

Dr. Millard J. Schweidel, formerly with Cortez F. Enloe Inc., has joined the Shaller-Rubin Co., New York, as medical director.

It's Loaded

with buying power...

THE INDIANAPOLIS AREA*

Go ahead! Shoot the works in the market that ranks 12th (in retail sales) among cities over 600,000.† And, when you think of the Indianapolis market, remember it's a 45-county trading area with over *two million* population. People with more money, more spending power (per family, 15.6% above the national average). With 56.4% coverage by The Star and The News, it's like getting a twenty-one gun introduction to more sales for your product or service in a flourishing industrial, agricultural market. Write today for complete market data.

† Sales Management, Survey of Buying Power, 1958

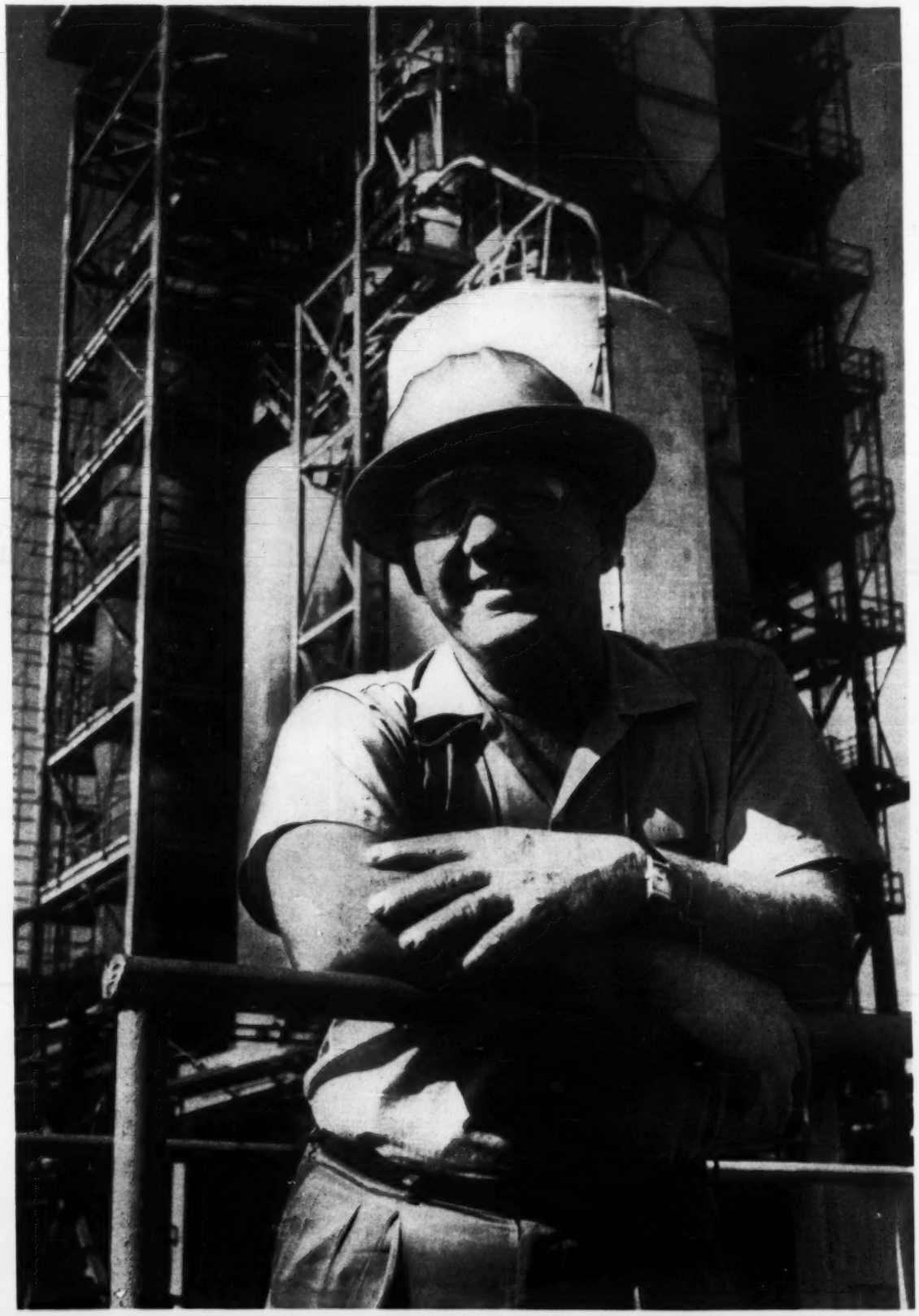
*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population:	2,117,100
Income:	$3,740,248,000
Retail Sales:	$2,472,792,000
Coverage:	56.4% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

What's in Petroleum Week for Ref. Supers?



Refinery superintendent for independent refiner photographed near Houston by W. D. Murdy.

A REF. SUPER, short for refinery superintendent, finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on news, technical developments, and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

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One of a series of portraits of oil industry management and operating men.

March Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
General Farm Publications										
§American Agriculturist (sm)	40.1	40.5	68.5	69.0	29,241	29,507	49,938	50,307	26,768	26,934
§Arizona Farmer-Ranchman (bw)	59.1	79.2	130.8	135.5	44,707	59,902	98,955	102,462	43,533	58,666
†Arkansas Farmer: (mon)										
‡Delta Edition	25.5	—	25.5	—	19,264	—	19,264	—	18,423	—
‡Western Edition	24.8	—	24.8	—	18,761	—	18,761	—	17,920	—
Average 2 Editions	25.1	—	25.1	—	19,012	—	19,012	—	18,171	—
§California Farmer: (bw)										
Northern Edition	50.9	56.7	85.5	92.6	43,135	43,025	75,657	70,048	41,813	42,450
Southern Edition	49.0	56.3	81.8	89.5	41,557	42,602	72,361	67,668	40,291	42,027
Average 2 Editions	49.9	56.5	83.6	91.0	42,346	42,813	74,009	68,858	41,052	42,239
Capper's Farmer (mon)	47.9	70.3	131.7	180.9	20,529	30,172	56,479	77,590	19,121	28,751
Colorado Rancher & Farmer (sm)	51.3	48.1	112.1	102.6	38,822	36,419	84,831	77,684	37,485	33,980
Dakota Farmer (sm)	79.6	79.1	189.6	181.7	62,394	62,034	148,617	142,490	60,694	60,451
‡Electricity on the Farm (mon)	13.4	10.7	29.7	24.9	4,625	3,825	10,257	8,901	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	52.3	46.1	133.2	128.2	22,418	19,790	57,132	55,014	19,829	17,894
‡Southwestern Edition	43.9	41.5	116.2	124.6	18,833	17,799	49,832	53,460	16,266	15,585
Average 2 Editions	49.0	44.3	126.5	126.8	21,020	19,013	54,285	54,415	18,440	16,993
Farm Journal: (mon)										
‡Central Edition	103.4	99.1	262.2	254.6	44,348	42,511	112,480	109,207	42,033	40,299
‡Eastern Edition	90.2	88.3	231.9	225.6	38,702	37,865	99,466	96,764	36,387	35,653
‡Southern Edition	78.7	77.4	199.5	206.7	33,769	33,219	85,597	88,690	31,454	31,007
‡Western Edition	95.7	95.9	246.2	235.1	41,065	41,158	105,626	100,850	38,750	38,946
Average 4 Editions	92.0	90.2	234.9	230.5	39,471	38,688	100,792	98,878	37,156	36,476
Farm Management (mon)	23.6	30.0	67.4	70.9	10,140	12,851	29,116	30,417	10,140	12,851
*Farm Quarterly	—	—	74.2	71.2	—	—	34,280	32,894	33,195	31,778
The Farmer (sm)	123.1	119.5	303.1	281.2	96,493	93,672	237,622	220,469	89,046	87,420
^The Farmer (sm)	116.4	104.0	180.0	161.7	91,228	81,574	141,129	126,797	81,767	74,868
||Farmer-Stockman: (mon)										
‡Oklahoma Edition	37.2	33.4	104.6	97.8	28,255	14,329	69,153	40,993	25,868	14,329
‡Texas Edition	34.6	32.0	97.3	90.9	27,713	13,765	65,903	39,054	25,136	13,765
Average 2 Editions	35.9	32.7	101.0	94.3	27,984	14,047	67,528	40,024	25,502	14,047
†Georgia Farmer: (mon)										
‡North Edition	15.5	—	15.5	—	11,776	—	11,776	—	11,448	—
‡South Edition	19.5	—	19.5	—	14,719	—	14,719	—	14,415	—
Average 2 Editions	17.5	—	17.5	—	13,247	—	13,247	—	12,932	—
††Indiana Farmer (mon)	18.8	24.4	43.4	59.9	14,728	19,138	34,029	46,939	12,088	15,026
Iowa Farm & Home Register (mon)	24.9	31.0	59.4	65.1	24,974	31,010	59,489	65,123	24,580	30,541
§Iowa Farm Bureau Spokesman (w)	57.1	57.3	113.0	114.0	57,956	58,110	114,694	115,625	54,806	55,050
Kansas Farmer (sm)	60.0	53.6	132.3	129.8	45,616	40,722	100,519	98,684	41,992	36,830
Kentucky Farmer (mon)	29.5	29.3	67.3	78.6	23,093	22,988	52,709	61,659	21,413	20,979
Michigan Farmer (sm)	83.4	74.8	193.4	172.7	64,013	57,429	148,554	132,655	57,227	52,054
Minnesota Farmer (mon)	23.4	25.0	47.3	41.3	18,380	19,629	37,121	32,392	17,596	19,237
†Mississippi Farmer: (mon)										
‡Delta Edition	11.4	—	11.4	—	8,627	—	8,627	—	8,327	—
‡Eastern Edition	10.5	—	10.5	—	7,963	—	7,963	—	7,663	—
Average 2 Editions	10.9	—	10.9	—	8,295	—	8,295	—	7,995	—
‡Missouri Ruralist (sm)	59.6	62.8	138.7	144.0	45,333	47,750	105,392	109,421	41,763	45,074
Montana Farmer-Stockman (sm)	78.7	74.0	182.0	174.9	59,468	55,907	137,613	132,217	50,561	45,967
Nebraska Farmer (sm)	121.1	125.2	321.4	279.1	92,216	94,696	243,753	211,110	83,436	85,516
§New England Homestead (sm)	32.3	39.0	60.1	68.1	22,580	27,303	42,075	47,642	17,707	21,993
New Jersey Farm & Garden (mon)	43.2	57.7	109.3	147.0	19,425	25,946	49,146	66,148	17,150	22,782
New Mexico Farm & Ranch (mon)	16.2	15.2	43.6	33.6	12,247	11,614	32,949	25,862	12,086	11,481
Ohio Farmer (sm)	97.6	89.3	242.2	215.8	74,942	68,578	186,003	165,721	66,996	63,115
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	47.8	47.1	70.1	73.4	36,167	35,626	53,023	55,488	35,154	34,575
The Oregon Farmer	43.0	44.2	62.7	69.7	32,525	33,428	47,435	52,707	31,680	32,377
The Utah Farmer	44.0	44.4	67.2	69.2	33,286	33,618	50,810	52,356	32,189	31,727
The Washington Farmer	44.5	46.4	64.7	73.1	33,648	35,091	48,926	55,281	32,803	33,851
§Pennsylvania Farmer (sm)	57.2	52.8	133.1	121.3	43,940	40,568	102,243	93,147	38,733	36,450
Prairie Farmer: (sm)										
‡Illinois Edition	132.8	118.1	340.0	290.2	96,671	85,957	247,538	211,319	85,940	76,569
‡Indiana Edition	130.6	116.7	326.5	288.1	95,126	84,957	237,710	209,769	84,395	75,569
Average 2 Editions	131.7	117.4	333.2	289.2	95,898	85,457	242,624	210,544	85,167	76,069
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	106.3	115.4	240.7	265.9	72,311	78,498	163,692	180,781	69,195	75,888
‡Ga.-Ala.-Fla. Edition	101.4	113.0	228.2	260.8	68,951	76,859	155,175	177,360	65,729	74,145
‡Ky.-Tenn.-W.Va. Edition	96.1	104.0	216.9	241.0	65,341	70,697	147,517	163,849	62,578	68,573
‡Miss.-La.-Ark. Edition	93.1	105.9	215.2	240.1	63,269	71,978	146,357	163,253	60,610	69,570
‡Texas Edition	93.7	104.1	218.7	245.4	63,774	70,813	148,684	166,862	60,465	67,782
Average 5 Editions	98.1	108.5	223.9	250.6	66,729	73,770	152,285	170,422	63,715	71,192
††Rural New-Yorker: (sm)										
New York-New Eng. Edition	35.5	—	59.7	—	27,799	—	46,743	—	23,531	—
Penn.-N.J.-Delmarva Ed.	30.4	—	50.2	—	23,853	—	39,378	—	20,277	—
Southern Planter (mon)	30.2	32.3	74.8	88.3	21,119	22,583	52,351	61,781	20,463	21,957
Successful Farming (mon)	109.7	97.1	244.5	221.4	49,382	43,693	110,044	99,625	48,529	42,801
Tennessee Farmer & Homemaker (mon)	19.1	21.4	48.0	55.0	14,991	16,799	37,694	43,141	13,839	15,107
Texas Ranch & Farm (mon)	7.9	10.3	65.3	60.5	7,896	10,290	65,268	60,494	7,420	9,968
Wallaces' Farmer (sm)	136.0	131.0	331.0	303.8	106,613	102,736	259,484	238,213	99,027	93,137
§Weekly Star Farmer: (w)										
Kansas Edition	18.1	16.8	30.8	31.3	44,663	41,537	75,947	77,248	26,823	25,676
Missouri Edition	19.0	17.6	32.7	32.6	46,967	43,586	80,479	80,330	28,432	27,487
Okla.-Ark. Edition	16.6	15.3	28.5	28.3	40,944	37,764	70,142	69,799	25,920	24,596
Average 3 Editions	17.9	16.5	30.1	30.7	44,191	40,962	75,522	75,792	27,058	25,919
Western Farm Life: (sm)										
‡Regular Edition	22.9	33.9	63.3	94.6	18,013	26,613	49,669	74,230	13,110	22,124
‡Colorado Edition	30.0	40.5	104.5	134.7	23,521	31,795	81,988	105,690	18,413	26,760
Average 2 Editions	26.4	37.2	83.9	114.7	20,767	29,204	65,828	89,960	15,761	24,442
Wisconsin Agriculturist & Farmer (sm)	92.9	92.8	231.9	213.7	74,318	72,764	183,357	167,570	72,797	70,455
Wyoming Stockman-Farmer (mon)	47.4	44.4	125.2	117.2	35,854	34,762	94,737	90,832	30,493	29,050
Total Group	1,805.5	1,753.2	4,494.7	4,347.2	1,259,085	1,209,714	3,109,399	2,956,160	1,190,221	1,143,623

§ Not included in totals; figures shown are for February issues as March figures were not available as this issue went to press. † Commenced publishing sectional editions with the March 1959 issue and therefore there will be no 1958 figures. ‡ Not included in totals. ‡ Changed from a 357-line page to a 345-line page in January 1959. * Published quarterly in March, June, September and December. ||| Changed from a 428-line page to a 760-line page in February 1959. †† Formerly known as the Indiana Farmer's Guide. ‡‡ Four issues in February 1959; two issues in February 1958. ^ February figures; not included in totals.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
Farm Organizations & Education										
Agricultural Leaders' Digest (mon)	12.1	18.4	30.2	44.9	5,201	7,872	12,979	19,235	5,201	7,872
Better Farming Methods (mon)	34.7	37.9	78.0	101.0	14,874	16,246	33,466	43,335	14,731	15,674
California Farm Bureau Monthly (mon)	9.6	12.8	30.0	36.2	7,280	9,709	22,750	27,349	6,902	9,261
Cooperative Digest (mon)	5.6	5.8	18.6	21.6	2,345	2,450	7,805	9,217	2,345	2,450
County Agent & Vo-Ag Teacher (mon)	29.5	24.4	90.4	92.3	12,665	10,422	38,757	41,795	12,630	10,422
Missouri Farmer (mon)	15.1	14.9	37.3	37.4	6,330	6,264	15,677	15,699	5,386	5,418
National 4-H News (mon)	24.1	19.7	58.0	55.9	10,118	8,260	24,358	23,452	10,118	8,260
Nation's Agriculture (mon)	7.8	7.4	23.9	23.5	3,488	3,309	10,769	10,577	—	—
Ohio Farm Bureau News (mon)	11.1	12.0	29.3	33.3	5,010	5,409	13,483	14,980	—	—
§Washington Grange News: (sm)										
East Edition	14.1	9.7	24.7	19.3	15,334	10,567	26,803	21,032	15,008	10,196
West Edition	13.1	10.2	23.3	19.2	14,178	11,015	25,298	20,822	13,852	10,644
Average 2 Editions	13.6	9.9	24.0	19.2	14,756	10,791	26,050	20,927	14,430	10,420
Total Group	149.6	153.3	395.7	446.1	67,311	63,941	180,044	205,639	57,303	59,357

§ Not included in totals; figures shown are for February issues as March figures were not available as this issue went to press. Commenced publishing sectional editions with the September 1958 issue.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
Dairy & Livestock										
Breeder's Gazette (mon)	24.5	21.5	51.1	50.8	10,526	9,231	21,938	21,797	9,216	8,532
The Cattleman (mon)	110.8	94.4	291.0	250.0	46,500	39,645	122,195	105,005	22,600	17,903
§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Jrnl.	31.4	31.2	67.3	70.6	66,928	66,541	143,260	150,669	35,011	36,604
Kansas City Daily Drovers Telegram	33.6	32.9	68.0	65.2	71,541	70,129	144,801	138,757	41,676	40,573
Omaha Daily Journal-Stockman	39.0	41.6	82.3	86.0	83,069	88,603	175,169	183,108	41,094	55,447
St. Louis Daily Livestock Reporter	24.6	23.2	51.1	48.0	52,463	49,518	108,800	102,172	33,320	28,459
§Dairymen's League News (bw)	21.2	12.7	37.9	25.6	15,408	9,280	27,554	18,636	14,675	8,731
Florida Cattleman (mon)	63.6	75.0	237.1	213.6	26,721	31,318	95,421	89,471	13,252	14,651
Hoard's Dairyman (sm)	82.8	70.1	210.6	192.8	60,304	51,003	153,306	140,367	53,893	45,413
Livestock Breeder Journal (mon)	88.0	71.8	233.4	223.2	37,252	29,972	98,096	93,793	4,004	4,032
National Hog Farmer (mon)	23.8	13.5	58.6	35.9	24,157	13,710	59,480	36,474	22,650	11,658
National Live Stock Producer (mon)	22.8	17.7	55.9	42.9	16,596	12,868	40,470	31,241	16,268	12,528
Western Dairy Journal (mon)	42.1	35.2	136.6	120.2	18,053	15,113	58,593	51,236	11,648	11,432
Western Livestock Journal: (mon)										
Mts. & Plains Editions	73.9	46.6	228.1	166.1	31,682	20,013	97,861	71,279	13,285	7,721
Pacific Slope Edition	92.3	76.2	318.3	317.3	39,564	32,690	136,520	136,123	16,614	13,290
Total Group	624.6	522.0	1,820.7	1,612.8	311,355	255,663	883,880	776,786	183,430	147,160

§Not included in totals; figures shown are for February issues as March figures were not available as this issue went to press.

Farm Linage Trend

Figures in thousands

GENERAL FARM PUBLICATIONS

1959 MAR.	1,259
FEB.	960
1958 MAR.	1,210

FARM ORGANIZATIONS & EDUCATION

1959 MAR.	67
FEB.	65
1958 MAR.	64

DAIRY & LIVESTOCK

1959 MAR.	311
FEB.	233
1958 MAR.	256

POULTRY

1959 MAR.	94
FEB.	90
1958 MAR.	96

FRUIT & VEGETABLE

1959 MAR.	91
FEB.	83
1958 MAR.	101

CANADIAN

1959 FEB.	350
JAN.	293
1958 FEB.	352

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
Poultry										
American Poultry Journal: (mon)										
‡Egg Producer Eastern Ed.	21.9	37.3	77.5	99.7	9,375	16,020	32,759	43,759	5,994	12,559
‡Egg Producer Midwest Ed.	24.5	38.2	79.7	99.5	10,416	16,370	34,087	42,652	6,594	13,451
‡Egg Producer Southern Ed.	24.7	38.8	87.0	101.4	10,605	16,671	37,391	43,517	6,779	13,053
‡Egg Producer Pacific Ed.	25.6	36.7	81.1	91.2	10,981	15,765	34,755	39,123	6,617	11,939
††‡Broiler Producer Edition	17.8	—	51.1	—	7,637	—	21,881	—	6,658	—
††‡Turkey Producer Edition	10.4	—	40.6	—	4,471	—	17,380	—	3,578	—
Average 6 Editions (or 4)	20.8	37.1	44.5	96.4	8,914	15,926	29,708	41,552	6,037	12,740
Broiler Growing (mon)	42.8	42.6	118.3	111.5	18,357	18,282	50,748	47,843	15,417	14,677
Everybodys Poultry Magazine (mon)	40.8	40.4	120.6	112.0	17,490	17,326	51,720	48,047	11,854	11,837
§Georgia Poultry Times (w)	32.4	21.2	76.7	56.5	34,580	22,624	80,066	60,340	28,630	17,964
§The Poultryman: (w)										
National Edition	19.3	18.5	46.2	38.9	20,979	20,027	50,167	42,238	11,545	10,035
Dixie Edition	21.2	18.9	50.0	41.2	23,016	17,645	54,311	44,730	12,980	10,035
New Jersey Edition	30.8	31.3	70.9	67.9	33,503	31,227	77,056	73,754	19,608	18,636
New England Edition	24.1	22.0	56.6	47.3	26,209	20,993	61,411	51,286	14,937	12,095
Poultry Tribune: (mon)										
‡Eastern Edition	50.9	49.6	142.9	140.5	21,820	21,287	61,317	60,258	16,216	15,715
‡Midwest Edition	49.6	51.4	141.9	138.1	21,284	22,066	60,878	59,240	16,381	17,248
‡Pacific Edition	56.6	55.1	164.8	151.1	24,263	23,648	70,698	64,835	16,617	16,639
‡Southeast Edition	54.6	52.9	159.4	151.1	23,427	22,703	68,384	64,810	17,060	16,839
‡Southwest Edition	52.5	46.2	144.7	131.8	22,506	19,839	62,061	56,535	16,415	14,588
Average 5 Editions	52.8	51.1	150.7	142.5	22,660	21,909	64,667	61,136	16,538	16,206
Turkey World (mon)	61.8	52.1	189.0	187.8	26,514	22,342	81,100	80,568	19,026	14,752
Total Group	219.0	223.3	623.1	650.2	93,935	95,785	277,943	279,146	68,872	70,212

‡ Not included in totals. † Commenced publication with the September 1958 issue. § Not included in totals; figures shown are for February issues as March figures were not available as this issue went to press.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958
Fruit & Vegetable										
American Fruit Grower (mon)	38.1	45.4	109.5	118.1	16,548	19,599	47,319	51,021	16,083	19,140
American Veg. Grower (mon)	38.2	41.1	106.4	103.7	16,502	17,744	45,957	44,785	16,106	17,528
California Citrograph (mon)	21.5	24.9	59.6	67.0	14,476	16,730	40,054	45,094	14,182	16,394
Florida Grower & Rancher (mon)	33.0	36.3	92.1	98.1	22,474	24,689	62,716	66,746	20,676	23,204
†Vegetable Growers Messenger (bm)	10.7	8.5	17.2	14.6	4,594	3,570	6,880	3,402	4,099	3,373
Western Fruit Grower (mon)	38.4	43.5	102.6	109.1	16,128	18,270	43,092	45,822	16,128	18,270
Total Group	179.9	199.7	487.4	510.6	90,722	100,602	246,018	256,870	87,274	97,909

† Published bi-monthly; figures shown are for the combined March-April issue.

	Total Advertising, in Pages				Total Advertising, in Lines					
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958
Canadian (February)										
Country Guide (mon)	47.1	45.1	76.2	65.1	33,909	32,518	54,909	46,890	—	—
Family Herald (w)	77.9	77.9	149.7	145.7	75,957	76,040	146,012	142,106	54,731	55,808
Farmer's Advocate & Canadian Countryman (sm)	46.9	43.6	86.2	76.7	32,853	30,539	60,354	53,664	26,117	23,805
Free Press Prairie Farmer (w)	96.3	98.6	173.7	177.9	101,068	103,497	182,354	186,812	55,140	57,450
Le Bulletin des Agriculteurs (mon)	59.6	57.6	100.6	99.3	41,736	40,311	70,444	69,487	41,736	40,311
Western Producer (w)	60.6	64.4	121.0	116.4	64,828	68,888	129,499	124,542	39,461	42,197
Total Group	388.4	387.2	707.4	681.1	350,351	351,793	643,572	623,501	214,185	219,571

"Despite our own multi-million dollar expansion in the South in recent years, we have just managed to keep in step with the fast-moving Southern market. But it was easy to keep that big, important segment of the South—the rural South—up to date on Republic Steel and its products. For over 20 years we have used The Progressive Farmer as a major advertising medium to sell the rural South."

Norman W. Foy

NORMAN W. FOY
Vice-President in Charge of Sales
Republic Steel Corporation

STEEL IS ROLLING *DOWN SOUTH!*

It's almost an axiom *that an expanding economy accelerates the demand for flat rolled steel products. For these are the things most used in every aspect of modern living. That's why Republic's expanded flat rolled facilities and the newly announced big plate mill soon to be built in Alabama are both the answer to the South's present need, and a bright omen for its future.*

No "Temporary" Boom

There can be no doubt of the solidity of the growth down South. Expansion has been sure and steady for years. Of the nation's four big regional markets, Southern retail sales for 1957 showed the greatest 10-year gain per capita. A gain of 45% as compared to 31% for the U.S. And 1957 also marked the fourth consecutive year that the South built more homes than any other region. In fact, the South was the *only* region to build more in 1957 than in 1956.

The Key Word is "Rural"

This $53 BILLION-and-growing-bigger Southern market has its own special character, in that it is mostly *rural!* Over 51% *rural*—compared to 29% for the rest of the U.S. It follows that the key to *getting the most* out of the Southern market lies in advertising aimed at farm families.

How to Hit the Farm Target

You can't miss getting the South's biggest farm circulation with The Progressive Farmer. Over 1,383,000 subscriber families . . . more than 5½ million readers. And *five regional editions*—specially edited to local needs—give you a loyal, more receptive audience . . . extra flexibility for either state or South-wide marketing.

Buy The Progressive Farmer FIRST

For *complete* results with any advertising campaign aimed South, you need The Progressive Farmer. Nowhere else—not in any other publication . . . not in radio . . . not in TV can you duplicate its massive selling power in the *rural* South. That's why The Progressive Farmer is FIRST in advertising linage among farm magazines . . . one of the leaders among ALL monthly magazines. Buy The Progressive Farmer FIRST . . . to be FIRST IN SALES in the *rural* South!

More than 5,500,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

The Bull Pen ROOM
Announcing . . . the New BULL PEN ROOM
• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.
•
We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.
• Rooms for Private Parties
• specialize in dinners
465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N.Y.

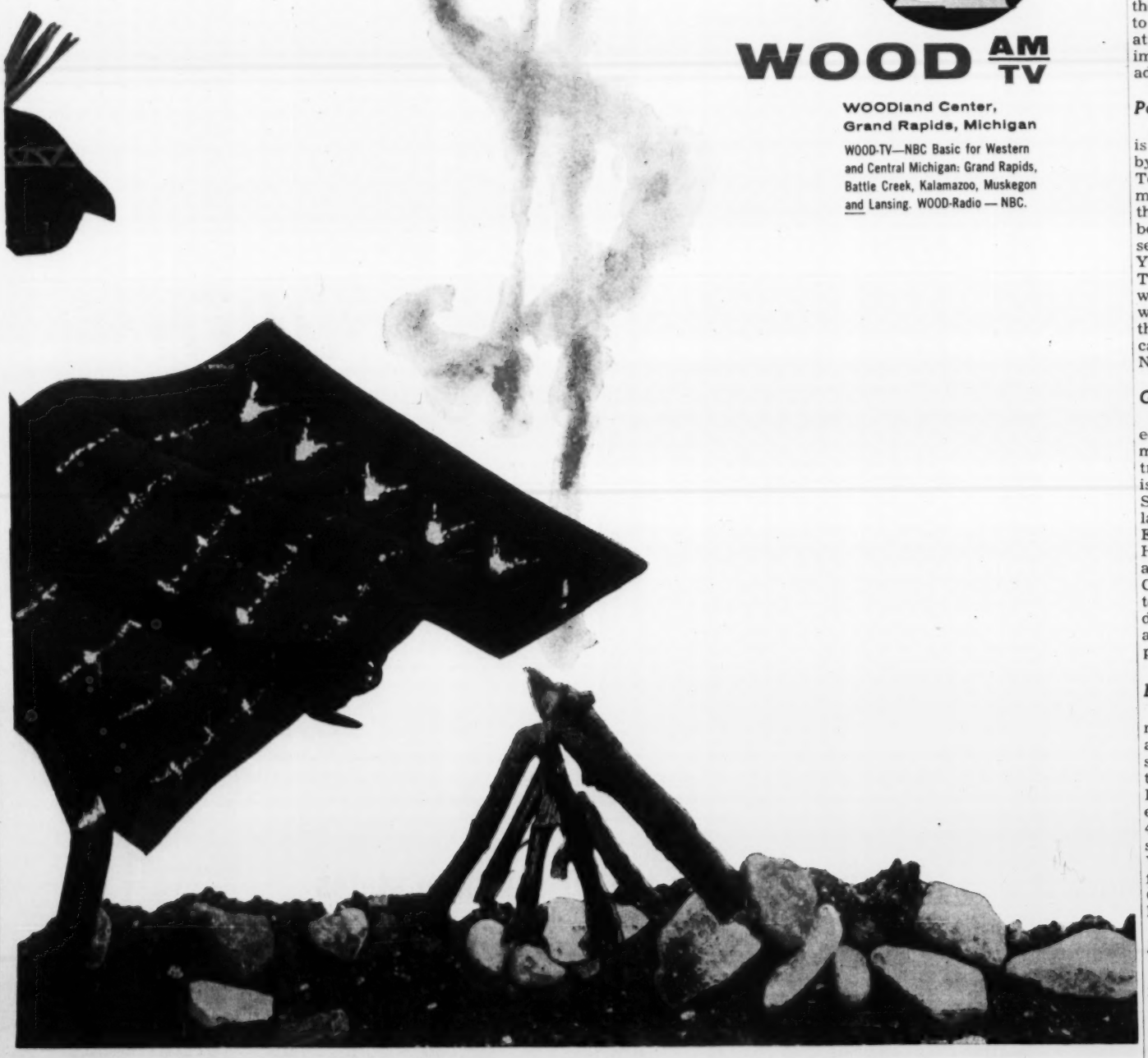
Pro Brush Sets Drive

Pro-phy-lactic Brush Co., Florence, Mass., has started a new series of two-color pages for its Pro double duty toothbrush in the *Ladies' Home Journal*, *Life* and *The Saturday Evening Post*. Lambert & Feasley, New York, handles advertising for the company, a subsidiary of Warner-Lambert Pharmaceutical Co.

Weekly Newspaper Goes Daily

The *Register*, Red Bank, N. J., a weekly newspaper since 1878, will publish Monday through Friday starting Sept. 1.

TOPSY TURVYTISING—*Frank L. Wright Distilling Co., Loreley, Md., deliberately posted two out of 40 outdoor signs for Sherbrook rye and bourbon, like this one, upside down. The company reports numerous phone calls to report the mistake. Simons-Michelson Co., Detroit, is the agency.*


IT COMMUNICATES!
The deft flick of a woven blanket over a smoldering wood-fire once translated wisps of smoke into meaning that produced action. Electronic images have replaced the smoke signals of the Mackinaws, but the sense of communication remains. Now, the "flick" switches on television sets to the only real communication WOODlanders know — WOOD-TV! It blankets their firesides, weaving messages that inspire the buying action of the whole tribe. Got the message? Signal for the Katz brave and give 'im your schedule.
WOOD-TV is first — morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids
WOOD-AM is first — morning, noon, night, Monday through Sunday April '58 Pulse Grand Rapids
MUSKEGON
GRAND RAPIDS
BATTLE CREEK
KALAMAZOO
WOOD AM TV
WOODland Center,
Grand Rapids, Michigan
WOOD-TV—NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.

OAI's Bricker Warns Admen of Overspecialization

COLUMBUS, O., March 24—"Advertising, like many other activities in American life, is running the danger of becoming overspecialized," John L. Bricker, exec vp of Outdoor Advertising Inc., New York, told the Columbus Advertising Club last week.

"Specialization is essential," Mr. Bricker said, "but there is a need among advertising people for a widening of horizons within the area of advertising itself. Many of us need to get outside the limits of our own responsibilities and learn about other segments of advertising.

"A greater understanding of advertising within advertising," Mr. Bricker said, "would not only have practical business results, but would help to give advertising the greater inner strength it needs to cope with unfair criticism and attempts to restrict, harass, and impose discriminatory taxes on advertising."

Posner Offers Baby Free Shoes

Dr. Posner Shoe Co., New York, is celebrating its 70th anniversary by offering a free pair of Cradle Toe shoes to every baby born in metropolitan New York during the first part of 1959. The offer is being promoted via full page and seven column ads in seven New York and Long Island newspapers. The shoes, a $3.50 value, along with a booklet, "First Step Forward," are obtained by showing the dealer the baby's birth certificate. Mervin & Jesse Levine Inc., New York, is the agency.

Grant Names Munzer, Medici

Grant Advertising has appointed Martin Munzer, formerly office manager of Ted Bates & Co., controller of the New York office. He is succeeded at Bates by John Steeves, who joined the agency last November from McCann-Erickson. Grant also has named Howard R. Medici Jr. marketing and merchandising director of its Chicago office. A former ad director of Orange Crush Co., Mr. Medici has been marketing consultant to Cott Beverage Corp. for the past two years.

Bon Ami Releases Ads

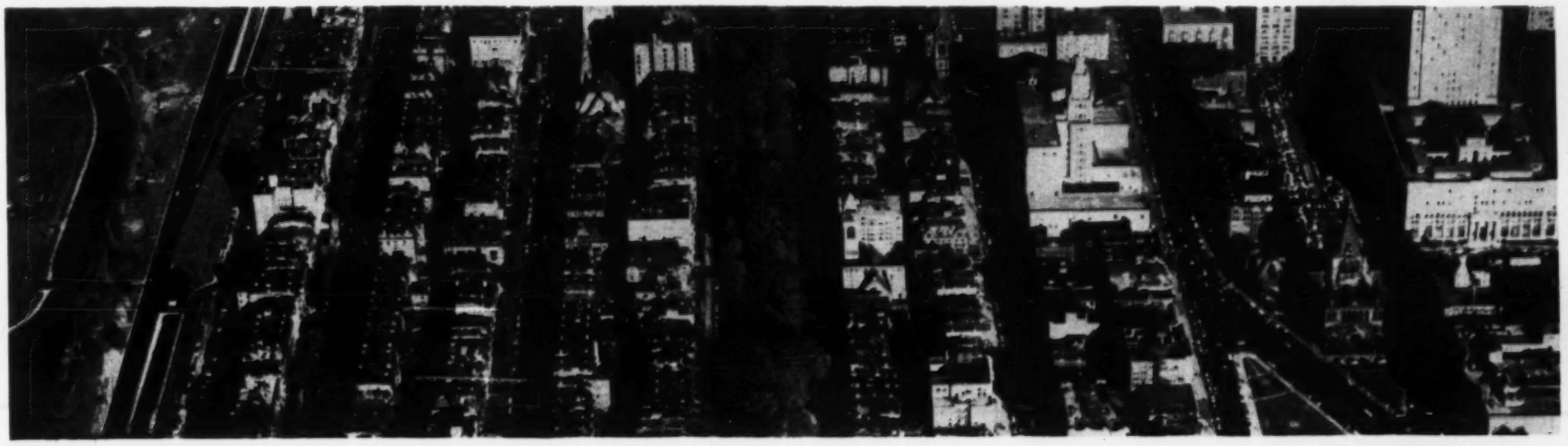
Bon Ami Co. has released "the most intensive radio, television and cooperative print media ad schedule" in its history to support the introduction of new formula Bon Ami cleanser in 12 northeastern states. The schedule includes 404 radio spots and 154 television spots weekly in metropolitan New York, and comparable schedules for other cities in the region. Cole Fischer Rogow, New York, handles the account.

MacPhail Joins 'Legion'

James F. MacPhail, formerly of Army Times Publishing Co., and Vernon J. Quigley, previously with Jerry Fairbanks Productions, have joined the Chicago sales staff of *American Legion Magazine*.

Any marketing plan in Boston must start with . . .

the upper two-thirds



Divide Boston into three income groups: upper, middle, lower. You'll find that the upper and middle-income groups (two-thirds of the population) read the Herald-Traveler more often than any other newspaper. (Boston University Study.)

Upper and middle-income people account for 75% of the Herald-Traveler's circulation, which is the largest among the standard-sized Boston newspapers.

These are the people who buy more of everything — from food (LIFE Study of Consumer Expenditures) to outboard motors.* They are the people who have the greatest brand loyalties — and will spend more for quality. They are the people whom Boston retailers have in mind when they give the Herald-Traveler the major share of their advertising (linage leadership for 27 years in retail, 25 years in department stores, 21 years in grocery advertising).

They are the people whom your marketing plan — *any* marketing plan — should consider *first* in Boston.

*53% of all U.S. families purchase 67% of all goods.

Statistics from Boston University Study of Greater Boston Market.

The Boston Herald-Traveler

1st IN BOSTON LINAGE FOR 32 YEARS

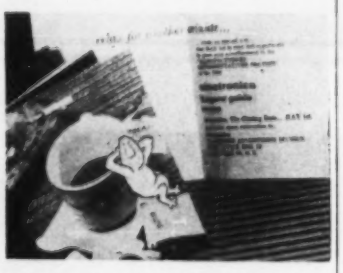
Represented nationally by **George A. McDevitt Co.**, New York • Philadelphia • Detroit • Chicago • Los Angeles.
Special travel and resort representative: **Hal Winter Co.**, Miami Beach.

Merchandising Ideas

Bud Aims at Baseball Fans • Anheuser-Busch, in a pitch for Budweiser beer sales among Chicago baseball fans, is doing a repeat of a booklet for fans which the company says made a hit all last season. The booklet is a four-page spot-color liftout section that will run April 5 in the *Sunday-Midwest* roto magazine of the *Chicago Sun-Times*. Timed for the April 10 opening of the Chicago baseball season, the booklet is similar to the one that appeared last April in the *Sun-Times*, the only daily in the country to receive local Budweiser copy for a section of this type two successive years. The section is designed to be cut and folded into an eight-page booklet, with 1959 schedules, rosters and team pictures of the Cubs and White Sox. Both covers and the center spread will contain Budweiser ads.

The local Budweiser office also will distribute 250,000 reprints of the baseball guide in taverns and package stores throughout the Chicago area.

McGraw-Hill Boosts Annual • The classified advertising department of McGraw-Hill Publishing Co. is promoting *Electronics Buyers' Guide* with a series of mailings to used equipment dealers, manufacturers' representatives and electronics distributors. The



COFFEE BREAK—*This promotion piece wrapped up a series of four mailings from McGraw-Hill Publishing Co. to promote classified advertising in its Electronics Buyers' Guide, an annual which will be issued June 15.*

series has a coffee-break theme, with the first mailing carrying a wooden spoon and the legend "we just want to stir up your thinking." The second mailing, three days later, holds a pack of instant coffee, and the third has Pream and sugar. The fourth mailing wraps up the series with a final reminder that May 1 is the closing date for the annual publication.

Sends Salmon By Carload • Salmon by the carload, miniature in size, made up a unique mailing piece sent by Puget Sound Fabricators, Seattle, to 700 customers and business friends throughout the country. A week ahead of the mailing, Gordon B. Anderson, president, wrote that since the Puget Sound region was endowed with so many superlatives in scenery, geography and resources, his company was sending along a tangible sample in the form of a "carload" of choice sockeye salmon. A few days later the salmon was mailed in cartons printed to resemble a railroad box car. Each miniature car contained two specially labeled ½ lb. cans of salmon. The enclosure suggested that "just as Puget Sound fishermen have earned a world famous reputation for quality of their sockeye salmon, so Puget Sound Fabricators has earned a reputation as craftsmen in metals." The mailing was prepared by David Pollock Agency, Seattle.

CARLOAD OF SALMON—*Puget Sound Fabricators sent out canned salmon in miniature carloads like this in a promotion to its customers and friends.*

Florida Drive Sells Motors • How can you sell outboard motors when the lakes and rivers are frozen? The Marine Products division of McCulloch Corp., maker of Scott outboards, answered this question by shifting its sales forces to the battlefront where it could make the greatest gains—Florida's "sun" country. McCulloch began its Operation Snowbird in Miami late in February, starting with open houses in Scott dealers' stores, and climaxing the program with a Sea Fair staged on the Miami waterfront March 1. Similar programs were conducted in the Tampa-St. Petersburg area and in Orlando and Winter Park.

More than a dozen Scott salesmen from points as far north as Minnesota and upper New York state drove station wagons to Florida to assist local dealers. The dealer open houses and Sea Fair rides were promoted with new paper and radio advertising.

PREFERRED

With Men Who Make

says **ROBERT N. LANDO**
President
Lando Advertising Agency

"I find Industrial Marketing's meaty reporting of actual marketing experiences and marketing successes invaluable in our advertising business. Unlike many of the trade journals which are screened before they reach me, I personally screen IM first, then recommend flagged portions of it for our agency department heads."

An honor graduate in journalism from the University of Missouri, Mr. Lando started a one-man shop without previous agency experience after World War II service in the Air Corps—during which he rose from private to major. He now heads a staff of about 40 members, and his agency has offices in Pittsburgh and Erie. "This need not be the rough business others would have you believe it is," Mr. Lando says, adding "I love the work—love the pride of knowing our recommendations helped a client sell—love a good idea battle." This busy executive also reports he lets off steam on the golf course, where he shoots in the 70's.

The magazine of selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (13 issues) $3*

Wisconsin Record Dealers Form Anti-Record Club Group

A group of Wisconsin record dealers have formed a new organization—the Wisconsin Record Dealers' Assn.—to combat national record clubs. About 40 stores, half of them in the Milwaukee area, have joined the new group which is headed by Arthur Mark, Milwaukee record shop operator.

The group is seeking membership also from another 250 stores throughout the state. It will sponsor state and national legislation against the mail order record clubs.

Baxter Gets Denison-Johnson

Denison-Johnson Corp., Mankato, Minn., maker of Johnson fishing reels, has named the William L. Baxter Advertising Agency, Minneapolis, to handle its account. Forrest Ashcraft & Associates, Waseco, Minn., is the previous agency of record.

Adman Is Neither Villain Nor Hero in Griffith Book

NEW YORK, March 24—Advertising men, who often come off second best when treated by other advertising men, don't fare much better with an editorial man.

In his new book, "The Waist-High Culture" (Harper & Bros., $4), Thomas Griffith says: "We are the gainers for the marvels of mass production, and acknowledge the necessity of advertising to provide its market, but we are dinned and dulled by its insistence and pervasiveness."

Mr. Griffith, who is foreign news editor of *Time*, also thinks advertising "presumes to tell the producer in advance what the public wants. The modern adman, like the augurs of old, with much occult mumbo jumbo and crafty searching of entrails, also promises to foretell the most propitious moment for launching profitable operations.

"Advertising agencies have erected vast empires of research, and employ brigades of opinion samplers, market testers and misplaced psychologists to tickle the public's fancy, feel its pulse, recoil from its breath and probe its psyche. But if their intentions are often unworthy, I think these pseudo scientists are not nearly as effective as they or their critics believe, who make the mistake of taking these 'persuaders' at their own inflated valuation . . ."

■ Nevertheless, he admits "fortunes turn on the promises and hunches of advertising specialists. Millions of dollars are involved as high-priced executives listen anxiously for the 'feedback' from the public, and in this echoing process fancy themselves manipulators of opinions.

"They develop an understandable contempt for a public that can be diverted from one brand to another by the sight of a pretty girl or a sly hint that one cigaret is less unhealthy than another. But perhaps the public is not so dumb as these manipulators take it to be. Perhaps it can be diverted from one soap or one cigaret to the next precisely because it never took seriously the advertiser's previous nonsense, and considers most standard products to be more or less alike."

■ But Mr. Griffith has a gentle conclusion—"I do not think the advertising man is the villain of the piece; he is only more visible. Perhaps there are no villains. The fellow who at work writes ads that debase others as well as waste his own gifts may at home be a considerate father and on the golf course a friendly companion. He is as apt to be disturbed as anyone else about something awry in the values of our society, and perhaps in his own community seeks to offer his persuading talents to worthy enterprises.

"He sustains his pride either by thinking that all human activities have their disabilities and their price, and asks accusingly who then is entitled to criticize him, or, more positively, by persuading himself that he is essential to keep the production lines at full pace, the trucks rolling, the cars sold, and the economy going—as in fact he is."

■ Little of Mr. Griffith's book is concerned with advertising or communications. It is mostly musing on the nature of a society which concentrates on the middle—or mediocre—stratum. In the course of it he has some hard words for television, entertainment, education and politics.

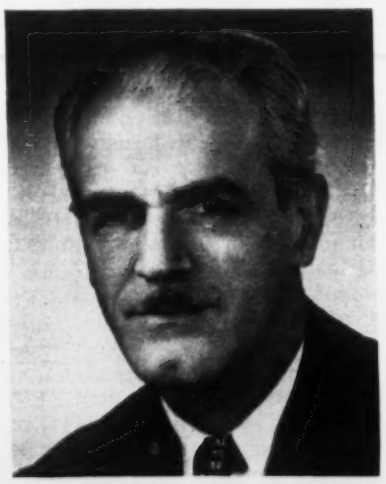
"Democracy," he writes, "is suspicious of high standards . . . Is there something in a democracy that is inherently hostile to the first-rate?" #

READING
Industrial Advertising

says **G. W. GUTEKUNST**
Vice-President/Sales
Gardner-Denver Company

"New methods of marketing industrial products can be vitally important when serving such diverse markets as mining, construction, petroleum and general industry. We find Industrial Marketing plays an important role in keeping us informed of new techniques and changing trends."

Mr. Gutekunst, a twenty-five year veteran of the heavy equipment field, joined the sales department of the Gardner-Denver Company straight out of Cornell University. He served in various offices of the firm until his appointment as general sales manager. In 1957, he was elected vice-president in charge of sales. Since Gardner-Denver has plants in such widely-separated cities as Johannesburg and Rio de Janeiro, his sales activities have taken him to many points of the globe. Among the professional organizations in which Mr. Gutekunst is active are the Compressed Air & Gas Institute and the Hydraulic Institute.



says **C. R. SIMMONS**
Advertising Manager
Hooker Chemical Corporation

"Industrial Marketing does a good job of pre-spotting as well as keeping up with the trends in this fast-moving profession of ours. I am sometimes surprised at the number of IM tearsheets in our files on various subjects which I have occasion to refer to now and then. What's more, I make it a point to see that IM is read by all the men in my department."

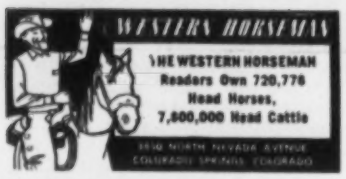
Before entering the chemical industry in 1937 (as assistant advertising manager of Durez Plastics & Chemicals, Inc.), Mr. Simmons graduated from the University of Michigan and racked up a variety of experience in advertising, sales promotion and field sales work. He became advertising manager of the Hooker Chemical Corp. shortly after the merger of Durez with Hooker in 1955. In addition to participation in such professional groups as the Society of the Plastics Industry and the N.I.A.A.—which he now serves as a national director—Mr. Simmons enjoys most spectator sports and has a "modest interest" in Early American furniture and glass.

KTIP Purchased by Gateway

Gateway Broadcasters Inc., San Francisco, has purchased KTIP, Porterville, Cal., from Ralph Miller, subject to approval by the Federal Communications Commission. Gary Garlund, president of Gateway, will be general manager of the radio station. He formerly was sales manager of KSFO, San Francisco, and is currently account executive at KLX, Oakland.

Patricia Stevens to Williams

Patricia Stevens Cosmetics, Chicago, has appointed William R. Williams Inc., Chicago, as its agency, replacing R. Jack Scott Inc., Chicago. The company's products have been sold primarily through professional outlets, but it now plans to widen its distribution in selected markets. Newspapers and tv will be used.



Tatham-Laird Names Kuhn, Cohen, Focht, Bleyer

Edwin D. Kuhn will join Tatham-Laird, Chicago, on April 1 as account supervisor on Swanson products division of Campbell Soup Co. He formerly was an account supervisor in the Chicago office of Cunningham & Walsh on the Sara Lee and College Inn accounts.

Tatham-Laird also has named Bud Cohen, formerly with the *Chicago Daily News*, premium manager. William Focht and Cornell Bleyer, members of the Tatham-Laird account service department, have been promoted to account executives.

Weber Waukesha to Schram

The Weber Waukesha division of Fox Head Brewing Co., Waukesha, Wis., has named Schram Advertising Co., Chicago, to handle its advertising and public relations. Weber Waukesha, which was merged with Fox Head last October (AA, Oct. 6), previously was handled by Larson-Duncan Advertising, Milwaukee. Schram has been Fox Head's agency.

Fetridge Joins Little, Brown

Robert H. Fetridge, formerly advertising manager of Macmillan Co., New York book publisher, has been named advertising and publicity manager of Little, Brown & Co., Boston publisher.

Storm Promotes Frank

William Frank, formerly an account executive in the Rochester office of Storm Advertising, has been named manager of the agency's St. Louis office.

MUSICAL TRADEMARK

Why buy a jingle when you can buy a MUSICAL TRADEMARK

MUSICAL TRADEMARKS, INC., 135 W. 52 ST., N.Y. 19, N.Y., JU 2-3820
© 1958

AMERICAN AVIATION PUBLICATIONS

ANNOUNCES

airlift

the magazine of world air transportation

Beginning in April, AMERICAN AVIATION Magazine becomes **airlift**—the monthly magazine serving the world air transportation market. This is not only a change in title but an updating of editorial concept brought about by the evolution within the air age itself. **airlift** is edited for the worldwide commercial, military and corporate Air Transportation Industry. Feature articles are designed to interpret trends and developments. They highlight new products and equipment, operations, maintenance, communications, and engineering. **airlift** offers editorial coverage of *all* phases of the market concerned with transportation of people and goods by air.

Airlift—a Multi-Billion Dollar Market. With 25,000 circulation, **airlift** reaches men in management, engineering, operations, maintenance, overhaul and purchasing, in *all* segments of the Air Transportation market. This includes both domestic and international air carriers, supplemental and all-cargo carriers, military transport and logistics, airways and navigational facilities. Also business aircraft, terminal airports, helicopters and fixed base operators.

Airlift—Another "Market of the Future". **airlift** is a specialized magazine for a specialized market—world air transportation. It is not concerned with combat aircraft and weapons systems. Military interests aside from airlift are served by MISSILES AND ROCKETS, and ARMED FORCES MANAGEMENT—other American Aviation Publications serving "markets of the future" Sell the world air transportation market in **airlift** No other magazine serves this market directly.

air'lift, v.t. to transport by air

airlift

American Aviation Magazine Since 1937
AMERICAN AVIATION PUBLICATIONS, INC.
1001 VERMONT AVE., N.W. • WASHINGTON 5, D.C.
World's Largest Aviation Publishers

SURREY WITH THE FRINGE—*"I've seen everything now," an Advertising Age reader writes, sending in this page ad from the Arkansas Farmer in which Arkla Air Conditioning Corp. introduces its new line of horse carriages.*

Simmons Schedules 8-Page Catalog in May 25 'Life'

Simmons Co., New York, will run a color spread plus an eight-page catalog in the May 25 issue of *Life* to promote the "Simmons Bedding Bargain Sale." The left-hand page of the spread will call attention to the catalog of bedding bargains, and the right-hand page will list dealers in one of seven regions, according to the region in which the copies are distributed.

An additional 7,000,000 copies of the catalog have been printed for use by dealers as mailers. Three million of the mailers carry a free premium offer of a gold-plated slave-link bracelet monogrammed with the owner's initials. The remaining 4,000,000 mailers were printed without the premium offer, and dealers are given a choice between the two. Young & Rubicam, New York, is the agency.

Pfizer Publishes Report as Supplement for 3rd Year

For the third year in a row, Chas. Pfizer & Co., New York, is publishing its annual report as a newspaper supplement. It will appear as a special advertising section in the April 5 *New York Times*. MacManus, John & Adams is the agency. The pharmaceuticals company reports worldwide sales of $222,726,000 in 1958, compared with $207,151,000 in 1957. Net earnings advanced from $22,908,000 to $23,965,000.

This year's supplement is 20 pages and compares Pfizer today with the world of 1849, when the company was founded.

Carr Named National A.M.

John B. Carr has been named national advertising manager of the *Philadelphia Daily News*. Mr. Carr, formerly head of the *News'* national food department, also has worked for the *Philadelphia Bulletin* and the *Inquirer*.

Ash Joins Curtiss Candy

James B. Ash has been named director of public relations for Curtiss Candy Co., Chicago. He formerly was assistant manager of public relations of Lukens Steel Co.

Jordan Promoted to Exec VP

Paul R. Jordan, vp and general manager and chairman of the executive committee, has been promoted to exec vp of Hixson & Jorgensen, Los Angeles.

'Flying' Names Two

Flying, New York, has appointed Richard V. Macy to its New York sales staff and James H. Cash southwestern ad representative.

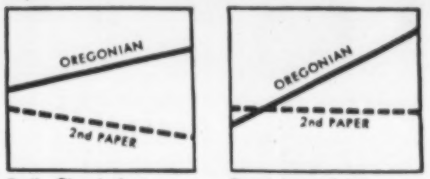
watch the women go BUY

WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY... WATCH THE WOMEN

Largest Circulation Newspaper in the Northwest
233,856 Daily; 296,143 Sunday

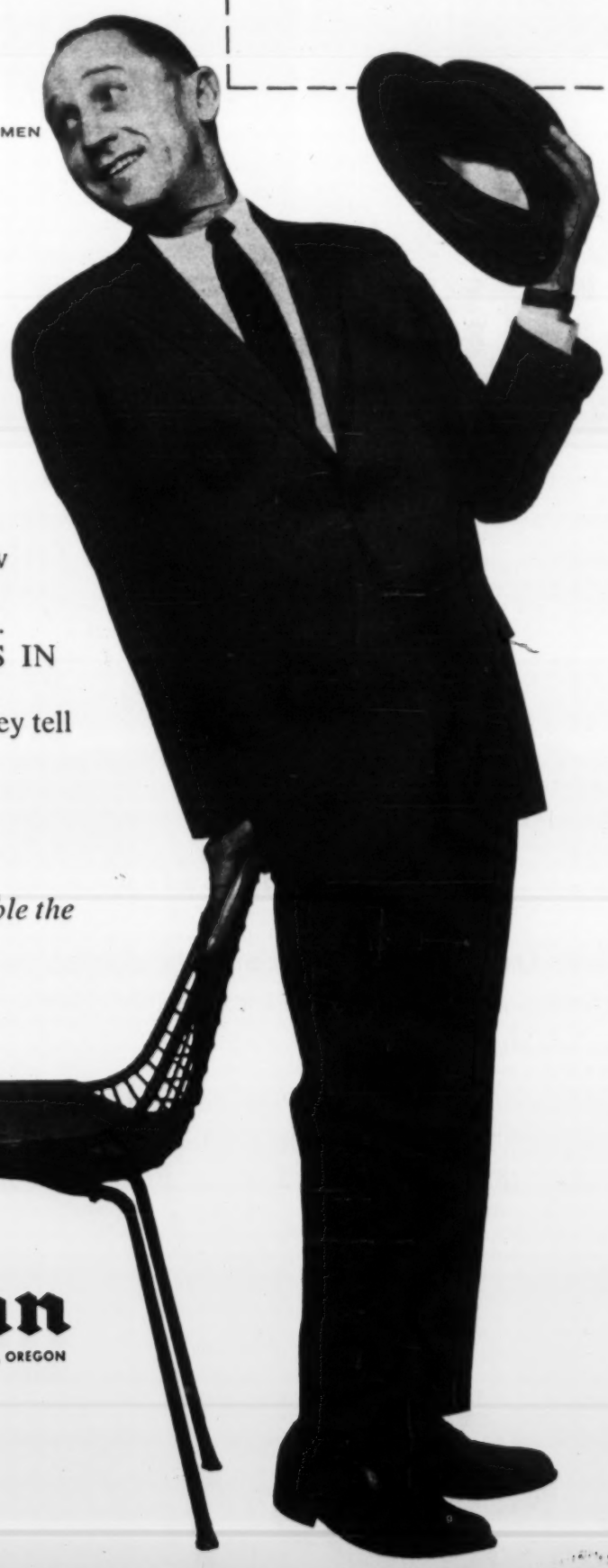
The Portland 10-year change ↙ at a glance



Daily Circulation — Total Advertising

Sources: Sales Management Survey of Buying Power, May 10, 1958. ABC Publishers' Statement, 6 months ending Sept. 30, 1958.

Represented Nationally by Maloney, Regan & Schmitt, Inc.



Grocery advertisers watch the women go buy food every day. In Portland they know women buy when the advertising runs in Oregon's BIG newspaper, The Oregonian. That's why THE OREGONIAN LEADS IN RETAIL GROCERY ADVERTISING. Portland grocers sell more food because they tell more people, when they advertise in the newspaper that 's big as all Oregon... The Oregonian.

How big is the Oregon grocery market? A half-billion dollars annually! That's double the Boston market, and triples Cincinnati!

The Oregonian
PORTLAND, OREGON

Leads in retail grocery advertising

MEMBER OF ABC

in Ohio's rich Miami Valley–

DAYTON DAILY NEWS

–blanketing a billion dollar market–and

SPRINGFIELD NEWS-SUN

will distribute

Parade

starting Sunday, May 3

The Dayton Daily News and the Springfield News-Sun completely dominate their respective metropolitan county areas—markets in which family coverage of other syndicated Sunday magazines is less than 2%!

Both markets are rich in retail sales—Dayton ranking 40th in the United States, ahead of such major markets as Toledo, Birmingham, Omaha and Richmond. Parade is now distributed to 9,000,000 homes through more than 60 fine newspapers in key market areas.

Both newspapers nationally represented by Sawyer-Ferguson-Walker Company

There's a Parade success story in these First Quarter '59 ad page figures, too:

	Pages
Sunday Magazine "X"	216
Parade	211
Sunday Magazine "Y"	136
Sunday Magazine "Z"	118

Feature Section

Advertising Age

Detect Patterns and Adapt or Fail

Lid's Off, Armstrong Finds

Books for Communications

Woolf Cites a How-Not-to

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Mass Media Must Detect Changing Social Patterns and Adapt Quickly or Fail, Says Scripps

By Charles E. Scripps

Chairman of the Board, E. W. Scripps Co., Cincinnati

Research at Scripps-Howard, says Charles E. Scripps, shows that a newspaper can change for better (or worse), and many people will not change their thinking or feelings about the paper for three or four or five years. Because of this time lag and because patterns of living are changing fast, newspapers must use more current research and must be more alert to the need for change as it arises, or they may fall too far behind to catch up. This is one of several important and provocative points about newspapers—and all mass media—made by Mr. Scripps in the following talk before the Advertisers' Club of Cincinnati.

Charles E. Scripps

A little over a year ago, there was a conference of Scripps-Howard editors at Gatlinburg, Tenn., a lovely little town in the Great Smokey Mountains. One of the editors was telling of his efforts and problems encountered in trying to produce exactly the kind of newspapers the people of his community would like best.

"The trouble is," he said, "We simply don't know enough about our readers . . . how they use their newspapers . . . and what they really want. Why doesn't Scripps-Howard have an editorial research department to try to discover some of the answers?"

Guess who stuck his neck out and volunteered to launch such a project.

■ As you know, a great deal of money has been spent on research by both media and advertisers. Most of it has gone in the study of relationships existing between consumer products, advertising and the consumers themselves. Very little seems to have gone into study of the relationships that exist between the media, as consumer products in themselves, and the people who read, view, or hear for their information or entertainment.

I'd like to suggest that all of the media spend too much time talking about ourselves. It's the most human thing in the world to do. Our advertising efforts are full of our own trade jargon . . . ABC figures . . . Media Records . . . Hooper ratings . . . Nielsen ratings . . . Pulse ratings, Trendex, etc., etc.

■ This reminds me of the story about the sales manager of a manufacturer of small tools. He was lecturing his salesmen, and at one point he said: "Gentlemen, I want to show you the very latest thing out of our laboratories."

He took out of his pocket a small twist drill—the kind everybody uses to drill holes in wood or metal.

"I want you to know all about this," he said enthusiastically. "This is a ⅝" drill. It's exactly 6¾" long. It's made of a new secret alloy that will outlast anything on the market."

He went on and on, describing how the research department had determined just the right degree of twist, the angle at the point, the strength and hardness.

"Gentlemen," he said, "there are 3,500,000 ⅜" drills sold in the U. S. every year. Every garage mechanic, carpenter, machinest, plumber, electrician, home mechanic—everyone who works with tools—has to have one. But, gentlemen, let's just keep one thing in mind—not a single one of those people wants a drill. What they want is holes."

■ The advertiser doesn't want circulation . . . or home coverage . . . or media comparison. All he wants is sales.

Now, what about editorial research? It's simply a matter of studying a newspaper or periodical—not as a medium for advertising, but as a consumer product in itself. But, good heavens! Did I say "simply"? I very quickly found myself entangled in the most wonderful web of unknowns and variables that in mysterious ways correlated with still more unknowns and variables.

Surely, just as the people who buy drills don't want a specially designed piece of steel, the newspaper reader doesn't want a half-pound or more of sulphite paper and a few ounces of ink. Then, just what does the reader want? Just what are the bases for his or her preferences?

We became intrigued with the possibilities of motivation research. We wanted to know more about how the reader feels about his newspaper—what the M. R. people call the personality or image.

Public Is Stubborn About Changing Its Opinions

We found that the image doesn't come out very clearly. This, I think, is because we aim for a *broad* appeal, as contrasted with something like *The New Yorker . . . Fortune . . . Holiday . . . National Geographic.*

But we found that the individual newspaper image, in spite of its vagueness, is often remarkably persistent.

A newspaper can change for better or worse, or it can re-direct its appeal, and it may be three, four, or five years before many people cease to carry in their minds the same old feelings about it. Many people seem never to change these feelings.

People will say it's *this kind* of a paper or *that kind* of a paper long after changes have been made, and they will continue to buy or reject accordingly.

■ This in itself probably isn't news to anybody here. But our research brought us into direct contact with people's stubborn resistance to changing their opinions . . . some of them *outdated* . . . Some of them *never valid* . . . and it started us to thinking all over again about ways to get people to take a new look and to re-evaluate a newspaper.

This is a very real problem for publishers and editors, who are constantly trying to make a qualitative improvement or change. The very slow reaction makes it difficult to determine *which changes* produced *what effect.*

Also, it's a long time before a good change starts to pay off. Compare this with the speed with which a new automobile model or a new brand of cigarets either makes a hit or fails to.

What can we do to change this remarkably stubborn feeling for the better, and change it more quickly? We are still trying to find out.

■ The difficulty, I suspect, is that we are selling a service which is intangible. Even the experts find it difficult to evaluate editorial content in terms of what the reader wants.

Maybe a really satisfactory answer to how to sell qualitative values in newspapers can never be found, but I'm sure we can learn a lot more about it than we now know.

In the area of money and media, there is a lot more solid information. Records have been kept for many years by the media and their associations and by the U. S. Department of Commerce. Students and researchers in business and in academic roles have spent much time sorting and studying the information.

Let's look for a moment at some figures that are familiar to many of us concerning Cincinnati newspaper circulation trends. They certainly indicate a change in reading habits.

Fewer Newspapers per Family

The ratio of newspapers per family reached a peak for daily papers in 1937 with a figure of 1.83 papers per family. In March, 1958, the figure was 1.03 newspapers per family.

The top year for evening papers was 1930 with a ratio of 1.41 per family. By March, 1958, this had dropped to .62 evening papers per family.

The Sunday paper reached a peak in 1940 of .79 per family and fell off to .56 by March, 1958.

These declines in ratio have been slow and steady. The exception was the morning paper which reached a peak of .45% of the families in 1937 and has declined only 4% since then.

■ This picture is roughly comparable to what has happened in similar markets in the country.

The ratios for the country as a whole don't tell us much because of the diversity in the types of markets making it up.

A look at a number of individual metropolitan markets reveals a general pattern. There seems to be a natural market for morning paper reading that runs from 40% to 50% of the families, and for evening paper reading that runs from 60% to 70% of the families.

■ This suggests certain qualitative differences in these two markets probably related to living and working patterns of the individual families. It is dangerous to generalize about this because of the almost revolutionary changes that are taking place today in social patterns. It looks as though industrialized areas tend to show greater evening paper preference and white collar areas show a greater preference for morning papers.

Washington, D. C., perhaps the greatest concentration of office workers in the world, has a morning paper ratio of 60%, which is 10% or 15% out of the pattern for the rest of the country.

■ One thing appears certain: people just don't have the time to read two or three papers as they used to. Not very many people read both a morning and an evening paper, and only a very few read two morning or two evening papers.

But the proportion of non-newspaper readers to total population seems to have changed very little. From an economic and advertising standpoint, the squeezing out of duplication no doubt makes for more efficiency.

Whether the lessening of direct newspaper competition has affected quality depends on two things: (1) whether increased economic strength makes it possible to do a better job, and (2) whether competition from remaining newspapers and with other media makes it necessary.

2.4% of Income Is Spent on Media—Same as in 1880!

Now, let's take a look at some money patterns. What can we learn from the direct expenditures by the American people for the various media?

Here's a surprising thing: "Way back

in 1880, the mass media then available—newspapers, periodicals and books—absorbed 2.4% of the average family income.

In the year 1957 *all* mass media—newspapers, periodicals, books, radio, television and admissions—absorbed 2.4% of the average family income.

In 1930, the peak radio year, the figure went up only .9%. And that was the top year.

■ The depression years seemed to keep this ratio high. It ran around 2.6%. But, of course, the ratio was high because incomes were down, and people didn't seem to want to give up their mass media communications. There was less money to spend on other pursuits.

The war years brought the figure down to just under 2% of family income. 1950, the big tv year, took the figure to a second peak of 2.9% as compared with 3.3% for the big radio year.

Now that things seem to have leveled off again, we are back to the old 1880 percentage of income—2.4%!

■ I am still amazed at the remarkable stability of this pattern, and I think it suggests much regarding the ability of people to consume mass media. I would have been willing to bet a sizable sum at good odds that there had been a considerable increase.

Of course there has been a tremendous dollar increase due to increased population, increased purchasing power and inflation. But circulation prices have gone up, too; radio and tv set costs went down, of course, as manufacturers got into mass production, but many more were sold.

Taking the printed media alone, the figures show an even more remarkable consistency. The percentage of family expenditures going for newspapers, magazines and books hasn't varied more than .2% in the last 30 years. Population, increased purchasing power, and inflation raised the dollar figure by 2.35 billion, but increased circulations at higher prices and new periodicals have absorbed the money.

■ The cost of radio and tv sets and their maintenance is roughly analogous to circulation costs for printed media. Apparently this money didn't come out of the printed media as radio and tv developments came along. We know there has been some transferral from theater-going to tv-viewing. This may account for some of it. Actually, there has been a decline of only 2% in the amount spent per family for audio visual entertainment since 1929 after adjusting for inflation.

When I took a look at the expenditures for these items, I had another surprise.

In 1930, consumers spent 1.3% of their total expenditures for radio sets and records. In both 1929 and 1950 (big radio and tv years) the figure was 1.27%.

All other years were significantly below this, and, as you would expect, this figure has fluctuated considerably . . . going up with the advent of radio, down with the depression and with World War II, but up again with the postwar boom and again up when tv arrived. Today, however, it is remarkably close to the 1930 figure.

The largest single development in consumer expenditures for mass media has been in radio and tv repair, which has risen rapidly as more and more families acquired more and more receivers.

■ The shift of new money into radio and tv has apparently had no effect on expenditures for printed media.

Here is a rather interesting paradox: in 1957, the radio and tv advertiser contributed 34% of the economic support for radio and tv media . . . the consumer picked up 66% of the cost by buying and maintaining receivers. On the other hand, in newspapers and magazines the picture was almost the direct reverse with the advertiser contributing 68% and consumers paying only 32%.

Perhaps this is a reflection of the difficulty of selling the intangibles of editorial content against the tangible of a radio or tv receiver. In order to keep the peace at the head table, I'll avoid comment on the relative merits of the two media.

It is also interesting to note that in radio and tv where the advertiser contributes the lesser share, he plays a much stronger role in determining content.

Incidentally, the advertiser was contributing about the same share of support to newspapers and magazines in 1957 as he was in 1929. The only significant change in this pattern occurred during World War II when lack of consumer goods brought the advertiser's share down to 50%.

I was surprised to note that in radio and tv the advertisers' share of the total cost has shifted by only 5.5% upward.

What Consumers Spend on Media Hasn't Changed Much

Well, I must stop talking about figures. The points I wished to develop are these:

1. Patterns for consumer expenditures for mass communications media have shown a remarkable stability over many years. Even when new media have been introduced, the expenditures very quickly fell back into the pattern.

2. Such changes as have taken place have been gradual, or they have been changes from printed media to other printed media . . . or audio visual to other audio visual.

3. The pattern of advertiser support and consumer support seems to be consistent.

4. Newspapers and magazines seem to show such a constancy of consumer support throughout economic changes and even after the advent of a new major mass medium—tv—as to suggest very strongly that printed media are fundamental and non-substitutable in American living patterns.

■ Up to this point, I have been guilty of just the thing I accused media people of doing: I've been talking too much about the drills and have said nothing about the holes.

In terms of the mass media, I believe the holes are minutes—minutes in the lives of people—minutes receiving a service either in information or entertainment. What we are really dealing with is *time*.

At this point, I have no theories or proofs—only hypotheses. I feel quite sure that the remarkable consistency of expenditure patterns isn't brought about by any economic restraint. It is brought about by the fact that people have only so many minutes to devote to the mass media.

In other words, the statistics I have been relating about consumer money and media don't really prove anything, but they suggest some mighty interesting ideas about consumer minutes and media.

■ The various media are competing with one another for just a few of a tightly limited number of minutes available.

Consider our [Cincinnati] market: 3 tv channels . . . a half-dozen radio stations . . . two newspapers . . . popular magazines . . . special interest magazines by the score . . . dozens of moving picture theaters . . . and—don't forget—some people still read books.

All of these are fighting for a little bit of that tightly limited amount of leisure time.

■ If there is one point I want to make, it is this one about consumers and that little bit of time in which we hope to have them exposed to all of our mass media. This, in the final analysis, is where the mass media compete, and we just don't know enough about the way people would like to use that time.

Like the drill salesman, we are so busy talking about our products that we have neglected the fundamental question of how people use them and why. Are we really giving them what they want, or do they just accept us because we are there?

Can Public Appetite for Media Be Increased? Maybe Not

When I consider the seeming inflexibility in the amount of money or the number of minutes people are willing to spend with their mass media, I wonder how often we kid ourselves in the hope that we can add something to people's use of the media. It begins to look as though we can't add something without displacing something else. For a single consumer—at a given moment—the media are mutually exclusive.

I wonder, too, if the increased amount of leisure time available to people isn't offering the media more competition than help.

The last ten years have brought increased use of the automobile for pleasure . . . boating . . . hobbies such as photography and hi-fi . . . home workshops . . . bowling . . . outdoor sports . . . gardening . . . and many others. Radio is the only one of the media that has been able to go along with these pursuits to any extent.

I'm beginning to wonder, also, if the appetite of the mind for information, ideas, and entertainment—like the appetite of the body for food—is a sort of constant. Possibly the human mind is hungry for these things up to a certain point, and at that point it becomes satiated for a time. The psychologists tell us that reading is extremely complex work for the brain.

Changing Patterns: More Education, Informality, Self-Indulgence

Let's just skim over some of the almost

The Creative Man's Corner . . .

Creative Accomplishment?

Look what Gas is doing now!
Look for this
GOLD STAR
World's Newest Emblem of Excellence - Mark of the World's Finest Range!
ONLY GAS does so much more...for so much less!

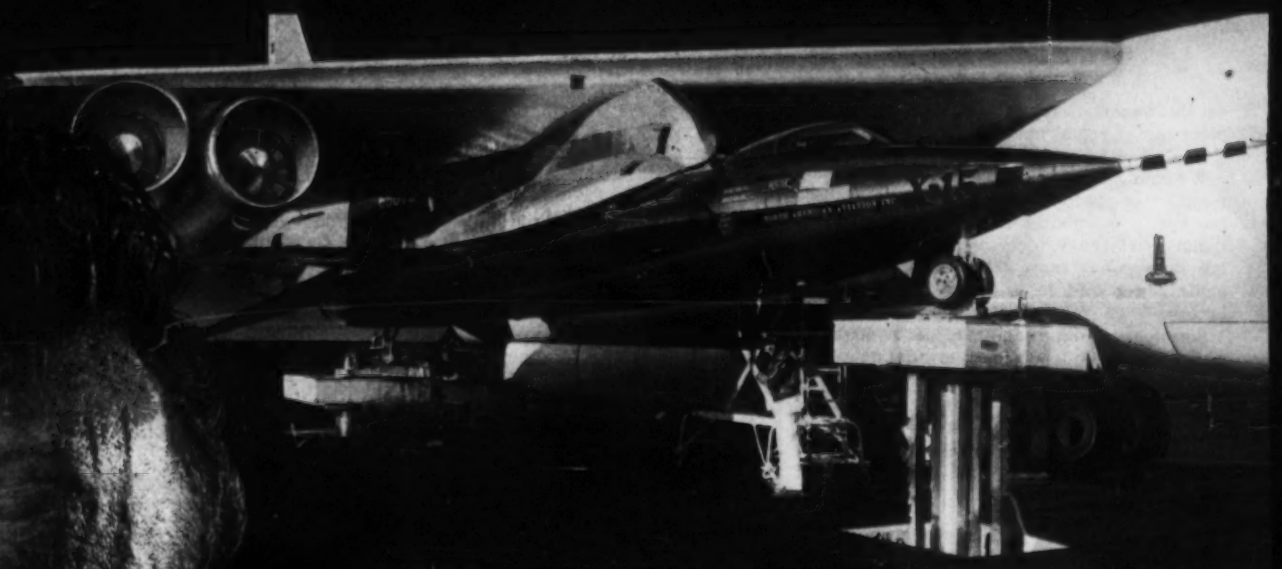
It goes without saying that advertising is a commercial undertaking. By which we mean that it is undertaken solely to stimulate the use of products and services manufactured and offered for profit.

But it accomplishes its end only as its message gets across, only as it communicates clearly to the person who sees or hears it, only as it stirs curiosity, interest and desire in the individual to whom it is addressed.

And this requires art. It requires art, not in the sense of illustration. Or a painting. Or a photograph. But in the sense of skill, intuition, esthetic feeling, expression. And this brings about a remarkable schizophrenia, a battle of opposites, a clash of aims.

This American Gas Assn. ad is a good example of that clash—and why so much advertising is as confused and poor and dull as this. The headline, the illustration and the copy undoubtedly all satisfy the uncultivated communicative ability of the people who hold the purse strings. But unless the persons who held the pen and the brush that produced the ad are equally insensitive, we cannot believe the design, the illustration, the copy or anything about the ad resulted in any feeling of creative accomplishment on their part.

The tragic irony of this ad—as of so much advertising—is that, had the purse-string-holders given the pen-and-brush-holders full rein, the commercial ends of the message might have been realized much more successfully than they ever will be through this sad example of an advertisement which looks as if a committee had put it together. #



The one magazine for the men who make the *technical decisions...*

on aircraft, missile, spacecraft projects.

This man might be Project Leader, V. P. of Manufacturing, Chief Engineer or Test Engineer. But whatever his title he is representative of the technical management men who evaluate, specify, direct the purchase of the materials, components, equipment, systems that go into high-performance aircraft, missiles, spacecraft. These are the men who make the *technical decisions.*

SPACE/AERONAUTICS reaches more of these men than *any* other publication. Only in SPACE/AERONAUTICS do they get the full range of detailed technical information they need to keep abreast of developments in their own and related technologies. That's why the editorial *and* the advertising in SPACE/AERONAUTICS is so well read. We would welcome an opportunity to show you the evidence.

space/aeronautics

formerly Aviation Age

a Conover-Mast publication

205 East 42nd St., New York 17, N.Y.

revolutionary changes that are taking place in the social patterns of the American people.

We know from hard statistics that the number of people in the over-40 age bracket is constantly increasing. Educational levels have increased . . . spending power has increased. These things alone are bound to alter the American pattern.

Sociologists say that there is a drift away from the traditional to the newest. Away from the old virtues of self-reliance, hard work and thrift toward social and technical advancement. Sunday has changed from a day of quiet austerity to a day of relaxed leisure and self-indulgence.

■ The automobile, for years the great American symbol of status and achievement, seems in some areas to be losing that particular function to such things as the suburban home, travel, clubs and outdoor activities.

Also, we have the move to the suburbs, bigger families, informal attire, rapid changes in style from traditional to modern, color (in men's clothing and refrigerators) and the worship of youthfulness and vitality rather than of age and wisdom. Informal entertainment has taken the place of the dinner party. And a tuxedo that fits is getting harder to find in the "over-40" group.

Fears are often expressed about the cult of conformity but when has this country ever seen so much self-indulgence in the expression of individual tastes and preferences? Only in the last few years have the great luxury hotels of Miami or Las Vegas catered to the many rather than the few.

We see a greater sophistication in behavior among a great many people. Compare the advertising appeals of 30 years ago with those of today . . . or the popular heroes of fiction . . . or the attitudes toward the escapades of a few personalities in the entertainment field I almost think people are getting bored with them.

■ No doubt World War II and the Korean War shook people out of traditional patterns. Marriage at an early age, even during college years, is now an accepted thing. People today seem more willing than ever to try something new—to break out of socially safe and conservative ways.

I am told that one of the major automobile makers has under way a very comprehensive study of the changes in social and living patterns during the last 30 years. They expect to use the information to help them create the kind of designs and styles that people will want. It will also tell them how to talk to people about their product. Apparently they are not satisfied with the information that is now available.

If this kind of information is pertinent to an auto maker, it must be an absolute necessity to people in the mass communications business.

■ All of these changes in the pattern of living are coming swiftly and are rapidly reaching more and more people.

The question is: What are we in the mass communications field going to do about it? Experience is said to be the greatest teacher. It *is* as long as your field remains constant, but trial and error won't work if, the next time you try something, the thing you try it on has changed before you are aware of it.

If the first law of nature is survival, the second law is adapt or die. I suggest that experience alone won't be enough to enable us in the mass communications field to adapt as quickly as we will have to adapt.

■ I don't want, for a minute, to discredit experience or wisdom. Experience tells us that the fundamentals of human behavior are probably constant. But, within these constants, there is room for vast changes in modes of behavior . . . in values . . . in attitudes . . . and dispositions.

The changes are coming so fast that we must look more and more to current research to tell us about the people we are trying to reach and how to reach them. Those who fail to adapt quickly enough may not survive in mass communications.

If I am correct in my hypothesis that the appetite for information and ideas is constant, then any changes in the use of media must be changes in preference.

Changes in the social patterns are coming so fast as to be alarming—particularly alarming to publishers and editors of the printed media, where public reaction time, as I suggested earlier, is slow. By the time the public begins to react, we can be in very real trouble.

Can Media Keep Up?

I believe that we will have to look more and more to current research if we are going to keep in step. If people change their ways of living and thinking, and change their tastes, and some of us fail to adapt, we may suddenly find ourselves too far behind to catch up.

In closing, I'd like to leave one more thought with you. Admiral Arleigh Burke, Chief of Naval Operations, said in a recent speech: "Mass communications and the threat of mass destruction are the weapons of modern war with which we must contend for many years to come."

Alfred Korzybski, the father of modern semantics, referred to man as "the time-binder whose specific means of survival is communication, not only among the living, but also from the dead to the living, and from the living to generations yet unborn."

■ Man alone can develop complex ideas . . . store them . . . and pass them along for re-use.

Today, man, by this means has virtually eliminated the threat from other species of living creatures, but he has increased the threat of man against man to a terrible degree.

I suggest to you, however, that the atom bomb is not nearly as powerful as that other weapon Admiral Burke referred to—mass communications. Organized mass communications is really not a great deal older than the atom bomb. Nothing in history can tell us what a civilization can do with it. We have yet to learn whether we have found the means to level out the cycles of rise, decay and fall of civilizations.

■ If it is true that survival of our civilization depends on adequate communication . . . not only between *people* but also between *peoples* . . . then we in this room today are the professional practitioners in the one new technique that offers hope that somehow the old patterns of history may change.

■ Today, information and ideas can reach millions of people in all parts of the world literally within the hour. I feel sure that this ability to reach out and communicate quickly with people everywhere will soon prove to be more significant to mankind than the ability to reach out beyond the moon with a space ship.

We are barely beginning to know how to pass mass communication through barriers of prejudice, conflicting ideologies and ignorance.

Let us recognize then that those of us in the field of mass communications are dealing with some of the newest and most powerful instruments created since the dawn of civilization, and we have barely begun to know how to use them.

We had better hurry. #

From an Art Director's Viewpoint . . .

The Lid Is Off

By Andy Armstrong

A California bottler now joins a German automobile maker in demolishing a taboo that used to scare the pants off every liquor advertiser from Milwaukee to Louisville.

Andy Armstrong

Many layouts have been hooted at, stamped upon and thrown out the window just for showing a duck hunter holed up in a blind with a bottle. Sometimes the bottle was no more than part of the background while someone cleaned a gun. Even so, the cry invariably went up that liquor and firearms could not appear together, and insults were tossed at art directors who had not caught up with this rule.

Liquor and automobiles were thumbed down as a picture combination even more dunderheaded. Downright unthinkable. Today, things look different. Either the law against showing booze with cars, if there ever was such a law, has been lifted, or the liquor industry has begun to ignore a self-imposed code.

■ Lejon's page, here, prompted one reader to send in a questioning letter. His remarks are reproduced in part with little damage to their sense:

"I am no bluenose, but the slogan, 'Drinking and Driving Do Not Mix,' *has* made an impression on me. I wonder how long it will take for the antics of one alcoholic beverage maker to undo the continuing efforts of distillers like Seagram and the alcoholic beverage industry as a whole . . .

". . . the model in the picture *does* look as if she has had a snootful, and there is no promise in the copy line, 'Devotees of the dry martini are *never* without Lejon extra-dry vermouth,' to dissuade one from the belief that that bottle is meant for on-the-spot martini mixing right in that Mercedes-Benz. The reader equipped with a magnifying glass could, of course, see that the bottle in the picture is sealed, and is presumably merely en route for consumption elsewhere."

This he calls a good thing ". . . because the hill on San Francisco's Upper Montgomery St., where this picture was taken, is hard enough to maneuver sober, much less by a couple of bottle-waving blades in a sports car on the wrong side of the street. They should not be waving that bottle, they should be getting arrested."

■ Now, sir, let us approach this more cautiously. Remember, these are martini drinkers, who are known to be ultra-smart and voguish and somehow excused for a lot of odd capers in advertising, even on foot. Here, they are driving an ultra-smart, voguish and imported sports car, which tends to lift them farther than ever above unenlightened criticism. Besides, they are handled photographically in such an ultra-smart and voguish manner that they do not necessarily represent a flouting of law or public opinion. They may have a deeper meaning. Certainly they imply that some bottlers and some car makers may have learned through new research that the once general feeling against mixing alcohol with gasoline is now just the mumbling of a church-

ADVERTISEMENT

A Report to Advertisers and Agencies

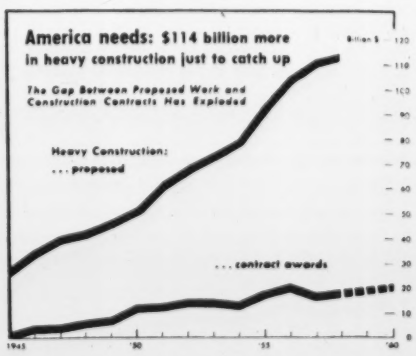
The Construction Market Today

Condensed from Engineering News Record's 84th Annual Report and Forecast Issue

1958 WAS THE SECOND BIGGEST YEAR IN HISTORY for heavy construction contracts—7% higher than 1957 and 12% under record-high 1956. It was a big year technologically, too, as the industry: Built the highest and largest earthfill dams in the world; erected skyscrapers with the thinnest walls ever tried; laid runways to carry the biggest and fastest planes ever built; fabricated the heaviest steel columns on record; used electronic aids to revolutionize surveying; made roofs of folded steel plates and thin concrete shells; and installed bridge girders of bent aluminum sheets.

How U.S. output will rise
Billion $
Gross National Product
$855 billion GNP
in '58 dollars
A 96% increase
Construction Contracts — ENR
Construction will spark the growth
$101 billion
in '58 dollars
A 106% increase
New Construction Put in Place — Estimates by US Depts. of Commerce and Labor
Projections to 1975 by McGraw-Hill Economics Dept.
Data plotted on semi-logarithmic scale
1925 '30 '35 '40 '45 '50 '55 '60 '65 '70 '75

EN-R forecasts show contracts will rise 5% in 1959 and then another 7% more in 1960. The long range outlook is equally strong as U.S. output, again on the rise, will more than double by 1975. Just as it guided the economy through the postwar boom, construction will pilot this future growth because the economy can move only as fast as construction will pace it. Actually, construction must grow faster than the economy as a whole to catch up with the huge volume of work in the current construction backlog—a staggering $114.4 billion. It would take six years at the 1958 rate just to award all the projects in this backlog!


America needs: $114 billion more
in heavy construction just to catch up
Billion $
The Gap Between Proposed Work and Construction Contracts Has Exploded
Heavy Construction:
... proposed
... contract awards
1945 '50 '55 '60

Type of Construction	*Backlog 1958	Contract Awards 1958	1959	1960
	Millions of Dollars		Forecast	
All heavy construction	114,175	19,165	20,150	21,500
By ownership				
Private	49,505	7,730	8,275	9,360
Public	64,670	11,435	11,875	12,140
State & Municipal	50,593	8,609	9,425	9,340
Federal	14,077	2,826	2,450	2,800
By type of work				
Public				
Waterworks	2,660	306	450	500
Sewerage	3,576	618	650	650
Bridges, incl. priv. bridges	3,419	714	885	900
Highways	12,920	3,729	4,000	4,300
Earthwork, waterways	11,906	1,045	800	750
Buildings, excl. housing	20,658	2,610	2,600	2,550
Housing		1,055	900	900
Unclassified	9,614	1,369	1,600	1,600
Private				
Mass housing		3,739	3,850	4,300
Commercial	22,392	1,795	1,925	2,200
Industrial	17,075	1,756	1,850	2,100
Unclassified	9,955	429	640	750

*in the Planning Stage, Dec. 31

Here's the situation in some specific areas of the market:

PRIVATE HEAVY CONSTRUCTION is on the come-back trail though still far below its record 1956 pace. The brightest spot is the boom in commercial buildings, mainly office construction. Proposed commercial projects during 1958 topped 1957 by 17% and went 7% higher than the all-time 1956 high. Contracts in 1959 are forecast to beat 1958 by 14% and 1960 volume is expected to show a 23% jump.

INDUSTRIAL BUILDING is expected to rise in 1959 after a 2 year slump. The upturn in proposed work in the fourth quarter of 1958 started the rise.

MASS HOUSING contracts will get back on the growth track by the second half of 1959. Interest rate ceilings on Government insured mortgages make growth of this segment of the market vulnerable.

NUCLEAR CONSTRUCTION has not yet broken through the barriers of economics and technology. Solutions to engineering problems should point the way for a lot of expansion in the 1960's.

PUBLIC WORKS construction awards in 1959 will be the biggest yet. 1960 could be even bigger if the growing financial problems in many states don't put a crimp in it. Growth of the economy and higher tax receipts will help pay some of these bills. Many programs have been held up by problems of fixing responsibility among local communities, states and Federal Government.

ROADBUILDING keeps rolling. 4,701 miles of the 41,000 mile Interstate highway system were recorded as being finished at the end of '58. The program is on schedule. 1959 will be a big year for roadbuilding work as expenditures that went for engineering and right-of-way acquisitions in 1958 go into actual construction work. The total for all highway construction should be $7.1 billion in 1959, up almost a billion from '58.

AIRPORTS . . . a 1 billion dollar price tag now hangs on the construction job that will prepare airports for commercial jet traffic. No U.S. airport is fully equipped to handle jets today; but 27 airports will be made ready in the next 4 years.

RAILROADS . . . most are safely back from the "brink of bankruptcy" and are thinking in expansive terms (for them). There is hope for profits in 1959—and for a return to maintenance, repair and construction. Work that has been deferred must be done if railroad traffic picks up as it should.

WATERWAYS will include in 1959 the completion of the St. Lawrence Seaway into the Great Lakes and harbor construction in Great Lake ports. This lake-port construction will be more than matched in the big East Coast cities (New York, especially) which must fight the Seaway's competition.

Materials and Equipment

Construction contractors can count on fast deliveries and good supplies of materials and equipment this year. Moreover, the outlook is for relatively stable material prices and little change in equipment prices. Though the demand for materials and equipment is firmly up, orders have a long way to go before production moves close to capacity.

Shipments of Materials, Equipment

Material	Source	1958	% Change '57-'58
Steel			
Fabricated structural bookings	AISC	2,773.4 thous tons	—10
Fabricated structural shipments	AISC	3,664.2 thous tons	—12
Reinforcing bars (net)	AISI	2,034.8 thous tons	—11
Cement, Portland			
Shipments	Bu Mines	307.0 mil bbls	+ 6
Concrete pavement awards	PCA	121.3* mil sy	+30
Lumber			
Orders	NLMA	33,312.0 mil fbm	+ 0.7
Production	NLMA	33,275.0 mil fbm	— 1
Shipments	NLMA	33,659.0 mil fbm	— 1
Clay construction products			
Brick, unglazed common and face		6,460.0* mil std brk	+ 6
Structural tile, unglazed	Bureau of Census	560.0 thous tons	— 3
Vitrified clay sewer pipe		1,525.0* thous tons	— 7
Aluminum wrought products (net)			
Sheet & plate, non heat-treatable		935.0* mil lbs	— 1
Wire and cable	Bureau of Census	265.0* mil lbs	— 6
Extruded shapes, soft alloy		681.0* mil lbs	+ 6
Asphalt products			
Roofing	Bu of Census	58,400.0* thous sqs	+10
Siding		1,038.0* thous sqs	+ 0.2

*Estimated

Sales of the three key construction materials—structural steel, portland cement and softwood lumber are on the rise. Structural steel fabricators look for big volume in 1959. The American Institute of Steel Construction forecasts "over 3 million tons" in 1959 bookings — 8% more than in 1958. Constructors may again be in a buyers' market for fabricated structural steel as prices are likely to remain at the relatively low level of 1957-1958. Cement prices rose at mills in the Northeast and West Coast in January but were steady in other areas. With mills in all parts of the country announcing current prices will hold through December 31, 1959, contractors will have one less inflator to worry about the rest of this year. The firming market has caused lumber prices to rise in several cities.

Labor

The trend of labor costs in construction now is more optimistic for both labor and management than it has been in many years. To be sure, hourly wage scales will continue to rise for some time to come—probably by another 15 cents this year. However, the industry's concern over rising labor costs is becoming a stabilizing factor of increasing significance. Primary target is not wages but indirect labor costs such as featherbedding, slowdowns, jurisdictional disputes and other practices. Thus the overall effect could be higher wages yet lower labor costs.

Building trades unions are now pretty unanimous in their concern over the effects of high labor costs. This concern is drawing labor and management closer together and a joint committee is being set up to explore the possibility of devising ways and means of solving common problems—a potentially significant development.

Challenges Ahead

The 2 major challenges for 1959 are better cost management and bigger thinking. Both of these are directly concerned with the growth of the nation's economy. More dollars will be spent on construction in 1959 but actual growth in physical volume will be slight. This is inflation. Increases in the cost of labor, equipment, materials and money are eating up the extra dollars. The challenge is to make an increase in productivity offset the effects of these cost increases.

It is partly because of inflation multiplying costs in the years since the war that such big problems as those of transportation, urban renewal and adequate water resources have become so much bigger; in fact, so big that thinking about their solution has been all but avoided. That is the second challenge of growth in 1959. Broader thinking is a must if these great and elusive problems are to be solved. The expansion possibilities of construction are large and encouraging. But actual advances could far outpace forecasts if the 2 challenges of better cost management and truly broad gage thinking are met and mastered.

■ *The report from which this material was condensed was prepared by Engineering News-Record's editorial staff of over 200 editors, reporters, correspondents and statisticians. For the complete report see the February 19, 1959 issue. Reprints are available on request. Write to Engineering News-Record, Dept. AR, 330 West 42 Street, New York 36, New York.*

in building and construction, if you're important, you either read ENGINEERING NEWS-RECORD *or you advertise in it, or both*

A McGraw-Hill publication ABP ABC

basement minority.

Since this taboo—the big one—has been ignored, you may reasonably expect lesser ones to give way. From now on, look for hunters waving shotguns and bottles in advertising, popping corks and shells in all directions. Later, other situations where booze has glamor, and where it has not appeared in ads up to now, should begin to sneak in. These situations do not require a planning committee for their invention. The bottle can be shown in the airline captain's locker, the brain surgeon's satchel, the politico's briefcase, the schoolteacher's lunchbox, the nuclear scientist's bunker. You could get a startling shot of steelworkers having a noonday nip among the girders of a new building 50 stories above the street.

Sir, this alcohol-gasoline mixture may be the greatest thing since gunpowder. It could blow the lid off a whole morgue of sparkling, yet formerly discarded, picture ideas. #

Salesense in Advertising . . .

How Not to Build a Favorable Brand Image

By James D. Woolf
Creative Consultant

When I assert, as I often do in this column, that advertising is (or should be) salesmanship-in-print, I invariably receive letters of protest from dissenters.

I have never defined salemanship-in-print as meaning *immediate sales* on the day or week the advertising appears.

James D. Woolf

In some cases, *depending on the product*, the primary objective may be that of creating a favorable brand and/or company image. The assumption is that the advertiser who dedicates his advertising to building the most favorable image will eventually get the most profitable share of the market.

Depending on the circumstances, I have no quarrel with this view. But I do have a quarrel with those dissenters who defend silly and utterly ludicrous advertisements on the ground that they are effective makers of favorable images. Ads that are sensible and conventional are kaput.

■ The ridiculous ad shown here is typical of the absurdities reproduced in this column from time to time. The off-beat boys will probably defend it as a contribution to the complex symbol which is the brand image.

I cannot believe that this ad defines the image and personality which Knoll Associates Inc. wish their brand to acquire over the years. #

Employe Communications . . .

Books for the Communicator's Shelf

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Allow us to start with a quote: "The whole field of business communication today bristles with unsolved problems. Some have not been solved because research has not yet produced reliable answers. Others continue because solutions which do not work are still being applied out of custom or habit. Meanwhile, the communication activity has attracted wider and wider interest. The colleges and universities are active in it. They conduct seminars and institutes on the subject. They carry on research projects. The semanticists, the social psychologists, the anthropologists and other scholars are prospecting these hills with pick and shovel. Professional societies—notably those in the field of industrial relations and public relations—have made communications one of their primary concerns. All of these activities are good. But they are also confusing to the business executive."

To this, the professional communicator —who works at the plant level with his sleeves rolled up—can only say "Amen!"

■ Oddly enough, the quote doesn't come from a professional communicator at the plant level. It comes from an associate professor of administrative communication and management at the University of Pittsburgh. Prof. Charles E. Redfield so declared himself in "Communication in Management," a book published originally in 1953 and now happily brought up to date (University of Chicago Press, $5).

What Prof. Redfield has done has been to vivisect communication, to see how it works—downward and outward, upward and inward and horizontally. He first conditions the executive by telling him what administrative communication deals with, and then he provides some guiding principles. There is a conspicuously sensible chapter on employe publications, written by Audrey E. Heusser, publications supervisor of Olin.

Harassed newcomers to employe communication are constantly asking for material by which the boss may be educated to the potentials of communication. Prof. Redfield's revised book is beamed directly at such executives, although it would do no one in the craft harm to read the book over the executive's shoulder. What an industrial editor can learn from it is plenty.

■ Another nomination for the communicator's bookshelf comes also from the University of Chicago Press, also at $5. This is Prof. Harold J. Leavitt's serious—and occasionally formidable—"Managerial Psychology." Professor of industrial administration and psychology in the

DRAWTHINKS
The COPYWRITER'S Art Course by Pinson
GERTRUDE! LOOK WHAT I FOUND BACK IN THIS FILE--THE FIRST DRAWTHINKS COLUMN TO APPEAR IN ADVERTISING AGE!
JUNE 18, 1956! TITLED: "DRAWTHINKS AIM: IMPROVED COMMUNICATION" I CUT MY EYE TEETH AS A COPYWRITER ON THE DRAWTHINKS COURSE IN ADVERTISING AGE!
DRAW! THINK!
PUSH
WHY, IN THAT VERY FIRST COLUMN I LEARNED TO USE A SOFT PENCIL AND UNLINED PAPER FOR GREATER LEGIBILITY IN MY ROUGHS
YES! IT SAYS HERE: "SOME COPYWRITERS' ROUGHS WOULD BE ALMOST LEGIBLE IF IT WEREN'T FOR THE DAMN LINES"
NEW
ART
"KEYHOLE PEOPLE" ARE EASY TO DRAW! TRY THEM ON YOUR NEXT ROUGHS

To make the most of the power of print

KNOW YOUR PRINTER BETTER!

He keeps his eye on your customers, too!

Skilled pressmanship sends your creative sales idea out to do its advertising communication work at its best. The highly trained letterpressman is unexcelled in turning out the well-groomed printed message.

Among trades of skill, printing in all its phases is of highest rank, and you may call on your printer, lithographer, or silk screen processor for experienced counsel. He can save time and costs for you and smooth the development of your print job. See him *before* you begin any printing project. And you'll like working with him. We know. We've been supplying him with fine quality papers for more than half a century. We are pleased that he turns to us for the world's widest variety of fine papers.

MEAD *papers*

One of Mead's fine quality papers is famous BLACK & WHITE LETTERPRESS ENAMEL. This grade, in the 100 lb. weight, was used to print this insert. You'll find more information concerning it on the reverse side of the page.

the letterpressman

Although every step in planning and producing a letterpress job is important, the only thing the reader ever sees is what finally goes on paper. Upon the letterpressman rests the obligation to see that every detail of text and illustrations is transferred from plates to paper sharp, clean, and rich in color. He knows all about makeready and ink performance. He is an aristocrat of the printing fraternity, respected by his associates and ever conscious of his responsibilities as a craftsman.

Mead Black & White Letterpress Enamel

Black & White Letterpress Enamel earned the name of "The Aristocrat of Superfine Glossy Coated Papers" long before the turn of the century and, constantly improved down through the years, it has continued to be the first choice of discriminating printers. Its high (but not excessive) gloss and uniform surface with an excellent affinity for ink make it ideal for the very finest half-tone and color work by letterpress. It is famous also for its superlative handling of metallic ink impressions.

Black & White Letterpress Enamel, along with its matching grade, Black & White Coated Cover, deserve your most careful consideration for high grade catalogs, booklets, annual reports, school and college annuals, and all those graphic arts productions where only the best is good enough.

MEAD papers

MEAD PAPERS, INC.

SALES OFFICES: Dayton • New York • Chicago
Boston • Philadelphia • Atlanta • Cincinnati
Detroit • Milwaukee • Greensboro, N. C.

A Subsidiary of
THE MEAD CORPORATION DAYTON 2, OHIO

. . . imagination in Paper and Packaging

Graduate School of Business Administration at Carnegie Tech, Prof. Leavitt takes the newcomer to managerial circles by the hand and introduces him to his people—first one at a time, then two at a time, then in threes to twenties and finally in hundreds and thousands. The reader moves from single, oral, face-to-face communication to the mass method, and learns much as he reads. For the practical communicator, the Redfield volume is probably of more practical assistance; for the man of management, the Leavitt volume has the edge. Both, however, can be read by both, to the ultimate benefit of each. #

Agencies Ask Us . . .

Constructive Client Contact Is Supremely Important

By Kenneth Groesbeck
Advertising Agency Consultant

"If an agency does a really good job of advertising," asks one of our California friends, "does it really have to go sit in the client's lap every week, or is less frequent contact adequate, in your opinion? And while you are discussing this, would you give us what you consider the essentials of good contact work, by whom done, and on what general principles?"

Kenneth Groesbeck

This might sound like Mr. Lincoln's answer to the question "How long should a man's legs be," but actually the query is of far more importance than appears on the surface.

Frequent client contact by agency people of standing and authority is a vital essential for holding and expanding business. Note the various things which are accomplished.

• **1.** The client is constantly impressed with the *interest* the agency takes in the account. Too often, business is landed by the top brass, and is then handled by those of less ability and standing.

Advertisers are quick to sense this: they often fear it, and when it takes place they look upon it as a confirmation of their previously held doubts. Such doubts are more frequently present than most agencies realize.

Many advertisers feel they are buying a pig in a poke when they take on the uncertainties of advertising, and the attendant uncertainties of agency service. This state of mind is something to be constantly combatted, not only by superlative service but also by physical contact, regular, scheduled in advance, and increased by special calls whenever these are required.

▪ We need to remember that agency service, and indeed advertising itself, is constantly on trial in the mind of the man who pays the bills. It calls forth an entirely different attitude from that enjoyed by other expenditures for more concrete or more easily evaluated commodities or services.

The more frequently the agency sits down and thrashes out problems which confront the advertiser—not only those of advertising, but also those of all marketing of which advertising is a part, the more uncertainty departs and a measure of certainty and reassurance comes into being.

• **2.** By constant contacts, with all individuals concerned with the client's promotions, the agency *learns all aspects of the advertiser's business.* When contact reports are used, as of course they should be, the accumulation of such reports soon assumes the extent and the importance of a company or product history.

The client has been at this all his business life: we come in and are expected to advise authoritatively on matters about which the advertiser has been puzzled for years.

The most information and rapport we can accumulate will be little enough to save us from bad breaks, and make our advice worth listening to. Only personal contact can give us this real "feel" of a business. If we don't get it, we stay largely in the dark, and our marketing recommendations are correspondingly limited or downright incorrect.

▪ Contact reports circulated among all in the agency interested in this particular client may well result in constructive suggestions coming from least expected sources. That is, if such suggestions are invited, as of course they should be. Nobody has a monopoly on brains.

• **3.** In the give and take of the agency-client relationship, all too many decisions are made off the top of the head by both parties concerned: contact reports *confirming the course of action contemplated* give us the chance for second thought, and avoid the misunderstandings which so often wreck an otherwise delightful relationship.

• **4.** This same good scout of a client with whom we sit down has just been out to lunch with a *competitor* of ours—not because he contemplates a change, you understand, but because it is his duty to his company to learn as much as possible about other agency services which may be available.

Frequent personal contacts not only spread the cement of friendship between the stones of our relationship; they enable the agency to be selling itself constantly, which it must do, seeing how many other agencies are waving special inducements under the client's nose.

The ability to smell smoke is a great agency asset. Big changes spring from the small beginnings of a little discontent, perhaps with our charges, or the way our secretary talks over the phone. Sitting in the client's lap, as our California friend expresses it, is a vantage point from which to recognize and correct immediately any little vexation which may soon assume alarming proportions.

It isn't enough to sell our clients. We have to keep them sold. If we don't, someone else will.

• **5.** Contact, by the agency, *should go further* than that with the top people in the client's organization. It is fine to have the boss pleased with us. But it is equally important to sell everyone else who has anything to say about the company's promotion work, *or who is affected by it.*

Particularly important are the sales manager and his salesmen. They may not be consulted about the advertising. Frequently it is handed to them on a platter, which of course should not be done. When this is the case, they will often blame the advertising for their own deficiencies or failures.

If the client himself hasn't had sense enough to mesh his advertising with his sales operation and make it feed into it, the agency should do all in its power to remedy this weak spot. The agency will receive valuable help from the sales division, and the sales people will be far better disposed toward the advertising if they have had something to do with it.

The only way you can uncover this situation and remedy it is by personal contact with all concerned with sales. That goes for the channels of distribution as well. Contact with the trade is a form of client contact which is often neglected. Yet the avenues of distribution constitute a most important aspect of the entire promotion.

Note the effect it has on the big shot when you, the agency, come back to him with information you have accumulated for him out in the sticks, where even he has not been for a dog's age. "These people really know my business," says he. "That's a good agency."

Paste this in your hat, brother. *There is no substitute for frequent personal agency contact* with every person and every area concerned with selling the client's goods. Be able to say not "This is what I think" but "This is what I know. I was there." #

What They Were Saying 25 Years Ago . . .

Shell Oil Co., in an announcement of a new campaign that would shun adjectives, much used in past gasoline advertising (AA, March 17, 1934):

"This [past] program entailed the use of identifying adjectives in all gasoline advertising copy, with the result that use of these elaborate hyphenations must now cease or all gasoline advertising will assume the ludicrous proportions formerly associated with motion picture advertising, in which the ordinary mine run of production was at least 'colossal' and 'stupendous,' and the adjectives applied to an unusual picture were truly breathtaking."

Learning from the Retail Ads . . .

The 'Off Beat, All Type' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

In this hallowed space I have probably more than once inveighed against an advertiser's attempt to seduce readers into his ad through the use of completely irrelevant headlines.

This appears to be such an ad, but it isn't. In this case the advertiser has chosen to make his story relevant to the headline although the headline seems to be irrelevant to his products.

▪ Here is a dairy starting out to do something new in the new year. It is the second ad I have seen for this organization, and "The Pure Milk People" used here as a signature, was used prominantly as part of the headline in the other ad.

Excerpting the copy story of the ad reproduced, we read: "Leave our cow alone! . . . She is a Texas Cow, living on Cloud Nine which is just the other side of the Moon. . . It is a Texas belief that she came from a Central Texas Dairy Farm which supplies us with Milk. . . . That cow up there is milked twice daily. And we've never made any noise about it before . . . Then you all had to start whoopin' and hollerin' about your Lunik barely missin' the Moon. You dern tootin' better miss our Cow! Twice a day we send up Flying Saucers at milkin' time and fetch that Cow's milk back here to Central Texas. That's one of the reasons, we guess, that Central Texans tell us Quality Chekd Milk is such heavenly stuff, do you suppose?

"Once in a great while our Flying Saucers get tilted a little and we have Buttermilk Skies . . . Central Texans have been telling us that our Quality Chekd Dairy Foods are Out of This World for years and years . . . We're not braggin' about our Central Texas Cow bein' up there on Cloud Nine. We're just warnin' you to steer clear of her . . . She's a Texas critter and she'll whomp the daylights out of anybody which tries to get her behind an iron curtain . . . Leave our Cow alone!"

▪ This ad ran in a Texas city of about 100,000 population. It's the kind of small-towny humor that people respond to. Even though the selling is tangential, instead of forthright, you can bet many people responded to it.

As we have said earlier, the "off beat" is good only when (a) the stark or unusual concept has instant appeal, and (b) when the seemingly extraneous or irrelevant or unusual slant or appeal completes an electric circuit with some already existing subconscious, unconscious, or super-conscious impression common among readers.

Such an ad as this receives wide readership and there is ample identification in the ad, I think, to register with most of those who read.

▪ An occasional ad of this sort, off beat, shock headline, and quite memorable copy, can get a new advertising program off the ground and into the public consciousness quickly.

The big type headline and the Quality Chekd line at the bottom are in red.

It was impossible to miss this five column ad on a full page. The first line of copy "Leave our cow alone!" would likely lead the reader to immediately note the signature of the ad. Thus, the stage is set. The reader knows he is participating in a "joke." He knows his leg is being pulled. It is presumed he will be interested enough to leap back to read more copy. There is no attempt to deceive him or to suck him unexpectedly into something pertinent to an advertiser he cannot identify instantly. #

BUY A KING-SIZE MARKET
EL PASO—
CAPITAL CITY OF
The Fabulous Southwest
EL PASO—
Still on the go
and going STRONGER.
Southwest Metals, Inc. announce plans for the construction of a new multi-million-dollar steel mill in El Paso to keep up with the growth of the Fabulous Southwest.
More proof that El Paso is a GOOD place to do BUSINESS!
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

20 Mule Team Sets Spot TV Push for Miniature Premium

The 20 Mule Team products division of U. S. Borax & Chemical Corp., Los Angeles, will use tv spots during April and May to again promote a premium offer which brought retail sales gains of more than 425% when used four years ago. The premium, available for $1 and a box top, is a miniature model plastic kit of the 20 mule team, including three wagons, a crew and 20 mules.

The offer will be promoted with a special "Old Ranger" spot on "Death Valley Days," a tv series running in 111 markets. All stations carrying the program will run the spot from three to six times during the two months. McCann-Erickson is the agency.

CBS-TV Names Steinberg VP

Charles S. Steinberg, formerly director of information services of CBS-TV, New York, has been appointed vp of information services for the network.

CORY® FOR GIFTS
Give the caviar of coffee-makers . . . the Cory Crown Jewel. Fifty dollars, and worth every penny of it.
CORY FOR GIFTS
I used to throw the doll ones away . . . 'til he brought me a Cory Electric Knife & Scissors Sharpener. $16.95
CORY CORPORATION • Chicago 45
CORY CORPORATION (Canada) Ltd. Toronto

OFFBEAT—*Cory Corp. launches its biggest promotion in recent years with "offbeat" ads like this featuring gift items. The ads will run in 12 publications. Herbert Baker Advertising, Chicago, is the agency.*

Private Labels Aid Sales of National Brands, Says Nigut

HARTFORD, March 24—Private brands in chain stores have contributed at least one benefit to nationally advertised products. Consumers who buy the lower-price private brands say they spend the difference on new food products, particularly frozen foods and specialty items.

This report was given at the second annual Frozen Food Conference last week by William C. Nigut, president of William C. Nigut Co., food marketing consultant.

Mr. Nigut said this relationship is indicated by an analysis of the findings in food purchaser depth interviews conducted by his organization.

"Retailers' private brands have been described as 'parasites' that live off the research, development, advertising, promotional and educational efforts put behind manufacturers' brands," Mr. Nigut said.

■ "Well, nothing is all bad, especially when it is good for consumers. The more than 900 food purchasers we interviewed indicated that they are finding room in their tight food budgets for manufacturers' new convenience foods by economizing on lower-price private brands in other product categories.

"In other words," he said, "the food purchaser has found it possible to enjoy manufacturers' 'built-in maid services' through savings made available to her by retailers' private labels.

"Without the flexibility of consumer food budgets provided by retailers' private brands, your excellent lines of convenience foods may well not have attained the volume that they enjoy today," Mr. Nigut concluded. #

Heavy Minerals to Marsteller

Heavy Minerals Co., Chattanooga, Tenn., a subsidiary of Vitro Corp. of America, has joined other portions of the Vitro account in the Marsteller, Rickard, Gebhardt & Reed agency. The account will be handled out of the Pittsburgh office. The agency already handles Vitro's Berkshire Chemicals subsidiary plus Vitro's manufacturing and rare metals divisions. Molesworth Associates, New York, which formerly handled Heavy Minerals Co., continues to handle Vitro's corporate advertising and its engineering and laboratories operations.

How to Influence

MUSKEGON'S $279,000,000 PURCHASING POWER

You may influence 97% of the 38,500 families (138,000 people) in the Muskegon metropolitan area through one, low-cost advertising approach in The Muskegon Chronicle.

It's an EXTRA "Good Buy" when you reach 97% of all the people in *any* market through one sought after medium—The Muskegon Chronicle.

Include The Muskegon Chronicle in your 1959 advertising plans.

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

sales uppers

spotlighted in the new New York News study

profile

of the millions—2nd Edition

More buying power! . . . Since 1954, more than three million New Yorkers moved up to the over-$5,000 income bracket—which now includes 67% of all New York families, *twice the national average!*

Pay checks for millions . . . New York's 6,680,000 employees earn above-average incomes, are above-average customers.

Rising generation . . . In the metropolitan market, 5,220,000 adults in 2,130,000 households purchase for 3,960,000 children under 15—and the rising generation raises your sales!

High IQs . . . Some 2,380,000 metropolitan adults attended college, and another 3,050,000 completed high school or business school.

Home ownership up . . . In the last three years, 480,000 adults moved into family-owned homes, which now house 4,510,000 adults.

These are just a few of the hundreds of important facts in Profile of the Millions—2nd Edition. This broad new study tells you what your metropolitan customers earn, own, buy.

A leading research authority says "Profile is the most comprehensive, the most authoritative, and potentially the most valuable study ever made of the New York metropolitan market."

Based on 10,175 personal interviews, conducted by W. R. Simmons & Associates Research, Inc., after consultation and in accordance with the recommendations of the Advertising Research Foundation.

You can make better advertising, merchandising and selling plans for New York, save waste effort, avoid lost time—with this new Profile. The full-color film presentation is by appointment only. Call any New York News office.

The Daily News has 4,730,000 adult readers

820,000 *more* than all other morning papers
1,380,000 *more* than all evening papers

2,870,000 *more* than the Mirror
3,270,000 *more* than the Journal-American
3,360,000 *more* than the Times
3,770,000 *more* than the World-Telegram & Sun
3,800,000 *more* than the Post
4,050,000 *more* than the Herald Tribune

Source: Profile of the Millions—2nd Edition

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

Fox's Hazel Bishop Woes Raise Doubt About Sales Value of TV Barter Time

(Continued from Page 3)

C&C's "vast bank" of barter time across the country would be used extensively to promote the Hazel Bishop line, and a tv campaign using 5,000 spots weekly on 211 stations was subsequently announced.

But last December the company moved into several one-shot network buys to hypo Christmas selling, and this month it bought co-sponsorships on the "Bob Cummings Show" and "Masquerade Party," the latter for 13 weeks.

Summer plans are indefinite, Mr. Urban said. "We're going to stay pretty big in spots, but we want a network base."

He was unable to give a percentage breakdown for spot and network tv in current or future advertising. He characterized as "flexible" those recent tv buys which outside observers have suggested constituted "erratic" advertising.

■ "We're very flexible today. Hazel Bishop before was not. We like to be able to move and move quickly. Media strategy today is as important to me as copy strategy," he said.

Mr. Urban, who came in last August, succeeding Raymond Spector, who remained as chairman of the board, said further that February was a "turning month" in the company's fortunes —one in which Hazel Bishop either broke even or actually operated in the black—and that March "is the largest month in the company's history.

"April will either be larger or as large," he said.

With Hazel Bishop stock reduced, the packaging program completed, the new eye makeup and refillable lipstick line on the market and two more product lines in test operations, "we're off to the races," he said. The last of the old product line is currently being disposed of at discount prices. Dealers who order the new Hazel Bishop Ultra-Matic refill lipsticks can return their old $1.25 and $1.50 lipsticks. Woolworth is closing out the $1.29 lipstick for 59¢.

■ Mr. Urban said it would be "tough to say" just what share of market Hazel Bishop currently holds, but he noted that shipments on the new eye makeup line were now about three weeks behind orders. New Hazel Bishop advertising is characterized by its "lush" look, he commented.

The return to network television (Hazel Bishop was at its fiscal height when it sponsored "This Is Your Life") serves to point up another fact of life in the cosmetics business: Retailers don't take enthusiastically to advertising centered around spot buys in off-hours.

Possibly this explains why so many barter television deals, with a few exceptions, failed to live up to the sponsor's expectations.

The Matthew Fox film barter machine, once television's biggest, of late appears to have shifted into low gear; many of its highly-publicized barter campaigns are rarely seen in today's major time slots.

■ Commenting on published reports that Hazel Bishop may be up for merger or sale once again, Mr. Urban said that no such negotiations are in progress. #

Girdwood Succeeds Mateer as McGraw-Hill Publisher

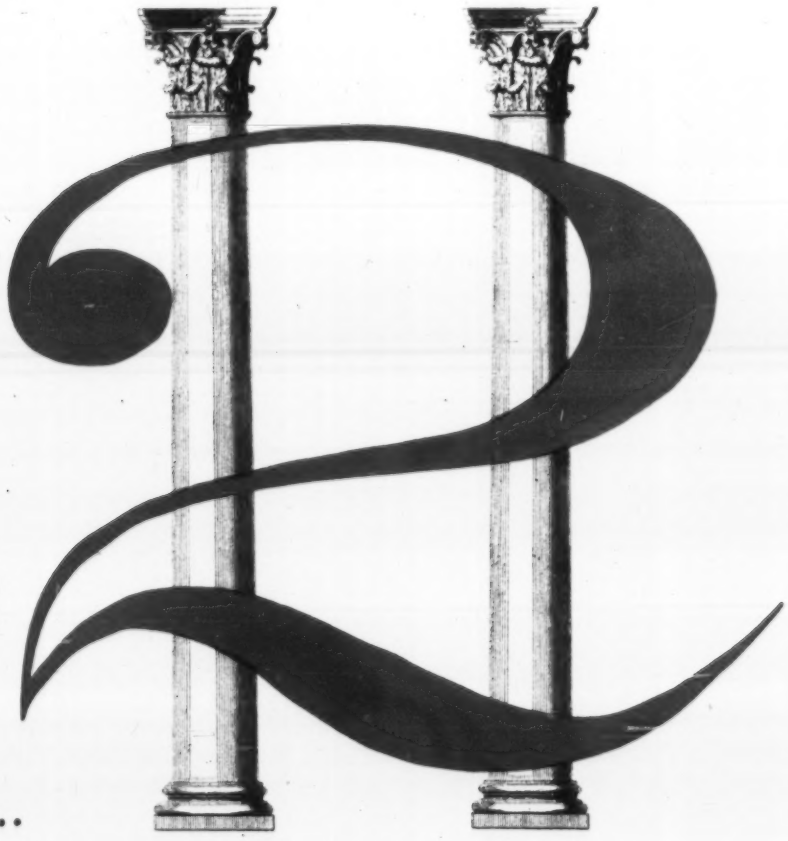
James Girdwood, former advertising sales manager of *Electronics* and *Nucleonics* since 1957, has been named publisher of the two McGraw - Hill publications, effective April 1. He will succeed H. W. Mateer, who is retiring. Burce Winner, former midwestern district manager for both publications, has been named to succeed Mr. Girdwood as sales manager.

James Girdwood

Mr. Girdwood has been with McGraw-Hill since 1948.

Jack Doran Joins Mennen

Jack Doran, formerly with Lever Bros. Co., has joined Mennen Co., Morristown, N. J., as director of marketing, a new position.



Indiana's second richest television market... Fort Wayne

...where WANE-TV is now the first station. Fort Wayne is now the second richest television market in Indiana with . . . *more retail sales, more food sales, more drug sales, more effective buying income* . . . than any other Indiana TV market except Indianapolis. And WANE-TV is now the leading station in Fort Wayne with a larger share of audience than any other station in the market. Represented by Petry.

SOURCES: SALES MANAGEMENT, ARB NOV. 58

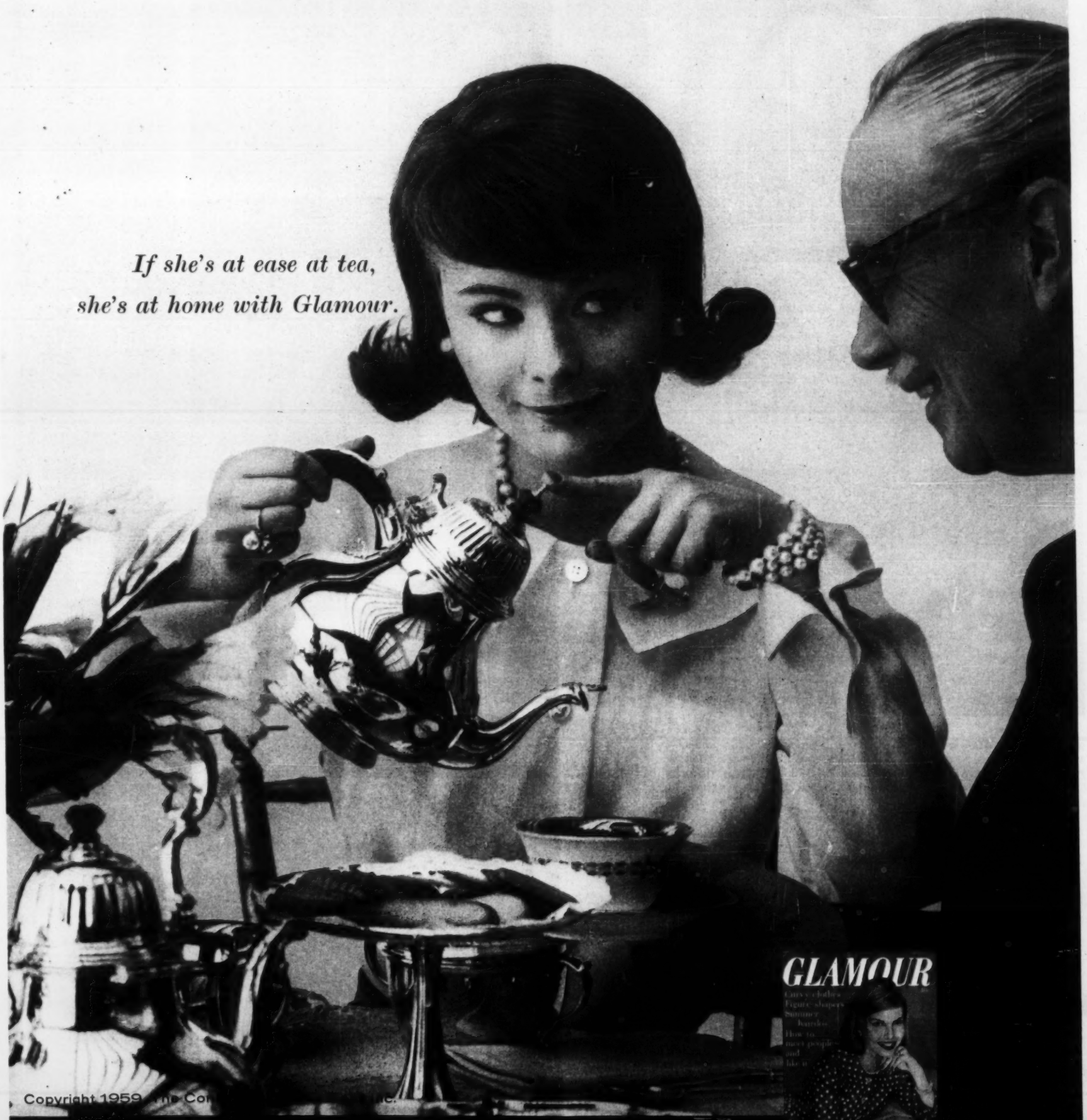
WANE-TV FORT WAYNE

A CORINTHIAN STATION *Responsibility in Broadcasting*

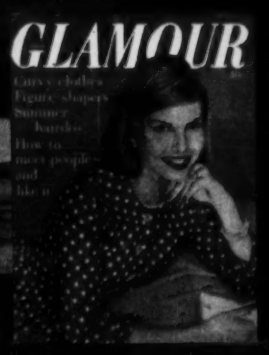
KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

MARKED FOR GLAMOUR*

If she's at ease at tea,
she's at home with Glamour.



Copyright 1959 The Co



YOUNG WOMEN LIKE THIS ONE, LIKE THIS ONE

PHOTOGRAPHIC REVIEW

Culver Wallace Scheidker
Layman Noyes

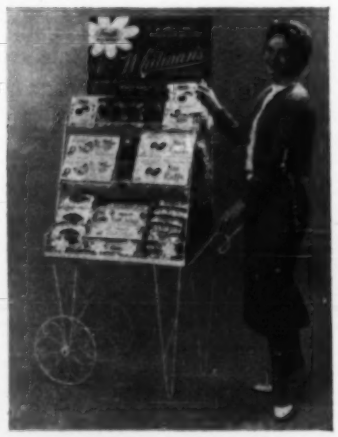
OVER THE SHOULDER—*Frederick Noyes, new chairman of the New England Council of the American Assn. of Advertising Agencies, trades notes with outgoing chairman Lendell A. Layman, president of Henry A. Loudon Advertising, as other council officers and Richard L. Scheidker, exec vp of the Four A's, look on. Others elected were Edward H. Culver, president, Culver Advertising, and Joseph R. Wallace, vp, Harold Cabot & Co. Not shown is Daniel F. Sullivan, president of Daniel F. Sullivan agency, who was also elected a council officer.*

Dewes Allen Sullivan

SPECIAL DELIVERY—*Bonnie Dewes, D'Arcy Advertising Co., St. Louis, and vp, Advertising Federation of America, and Leonora M. Allen, French & Shields, St. Louis, and president, Women's Advertising Club of St. Louis, deliver a special invitation to the silver anniversary Gridiron dinner of the adclub in St. Louis April 22 to Rep. Leonora K. Sullivan (D., Mo.).*

Metz Allen Timmerman West Ballestro Goodwin
Larson Conn Harte Feldstein Coryell

BROADCASTERS TO BE—*Northwestern University students Erlene Conn, Diane Harte, Dee Feldstein, Patricia Coryell, Sylvia Allen, Joyce Timmerman and Gloria Goodwin attend "Closed Circuit," annual workshop of the Chicago chapter of the American Women in Radio & Television, as representatives of a new class on broadcasting for senior women at Northwestern. AWRT members who will assist Betty Ross West, NBC, in coordinating the course are Marian Larson, Pan American Board of Education, Kay Metz, Quaker Oats Co., and Hilda Ballestro, Evaporated Milk Assn.* *(see story on Page 90).*



MERCHANDISER—*This self-service candy cart design by Display Features, Wyncote, Pa., will help sell Whitman's chocolates this summer.*

NEW AND OLD—*Jack Hamilton (left), Alert Advertising Agency, Galveston, new president of the Southwestern Assn. of Advertising Agencies, receives the official gavel from outgoing president, Bob Burke, R. J. Burke Advertising, Dallas.*

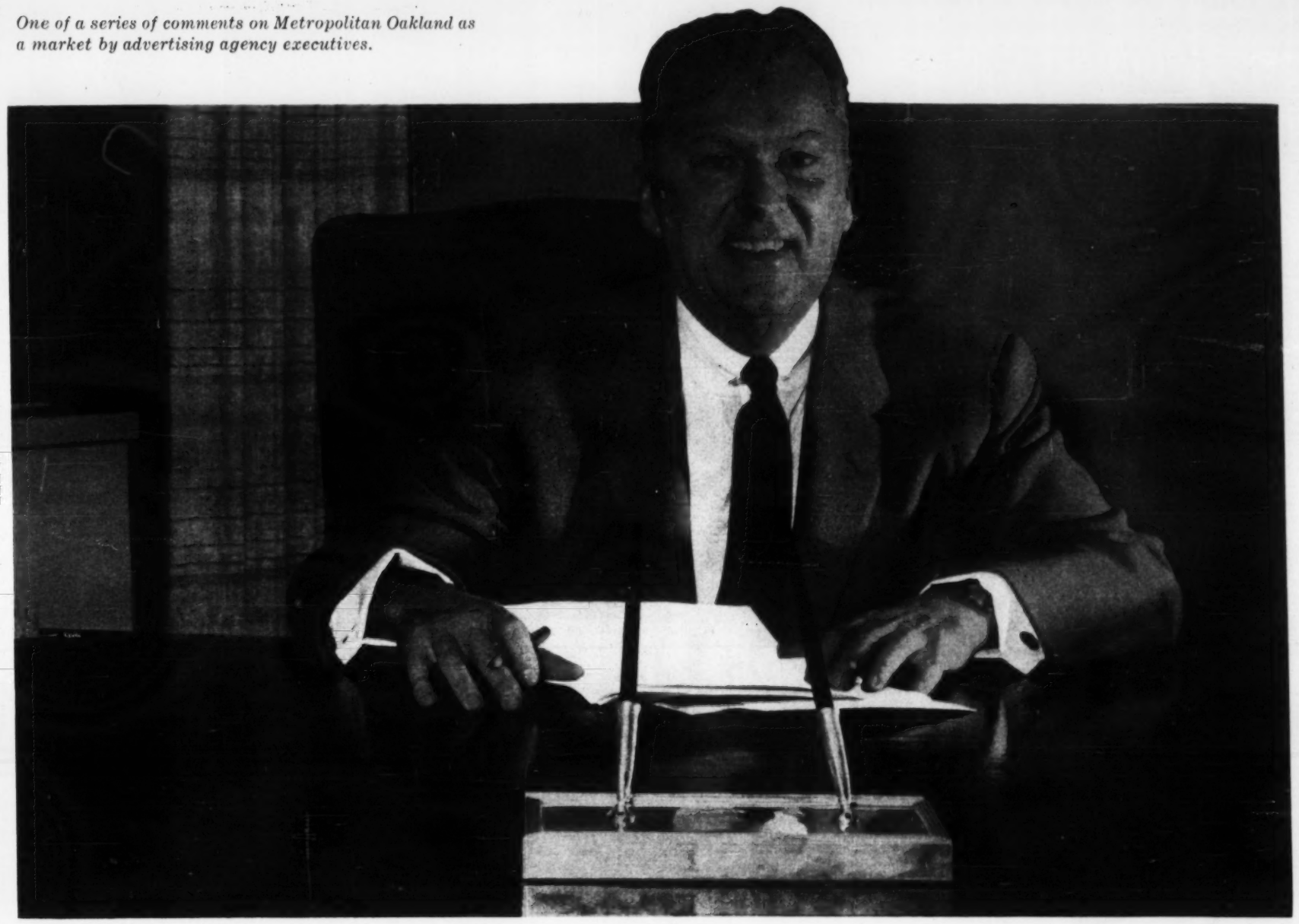
FIRST OUTDOOR FOIL—*Foster & Kleiser says the first aluminum foil in an outdoor poster is used in this campaign for Brilliantshine metal polish. The technique was worked out with Reynolds Metals Co. and involves the use of embossed, perforated foil.*

Stephenson English Firth Crichton Upgren

COMMUNICATORS—*James A. Firth, vp and research director, Winius-Brandon Co., opens a symposium sponsored by the St. Louis council of the Four A's and University of Missouri school of journalism (AA, March 23). Earl F. English, dean of the school, was moderator of the program. John Crichton, editor, Advertising Age, moderated the discussion sessions. Dr. William Stephenson, a social psychologist, is distinguished professor of journalism at the school, and Dr. Arthur Upgren, economist and author, is director of the bureau of economic studies, Macalester College, St. Paul.*

WELL-FITTED—*Moccasin on right is Hussco, size four-and-a-half feet. Squaw on left is size five feet, ten inches, other dimensions not known. All has to do with heap big spring store window promotion by Hussco Shoe Co.*

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



The growth of the Metropolitan Oakland Area in the past 10 years has been phenomenal. The number one position which Alameda County enjoys among all Northern California counties in retail food and automotive sales, makes this market a primary one for advertising of our clients' products.

R. M. GANGER,
Chairman of the Board
D'ARCY ADVERTISING COMPANY, INCORPORATED,
NEW YORK

Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

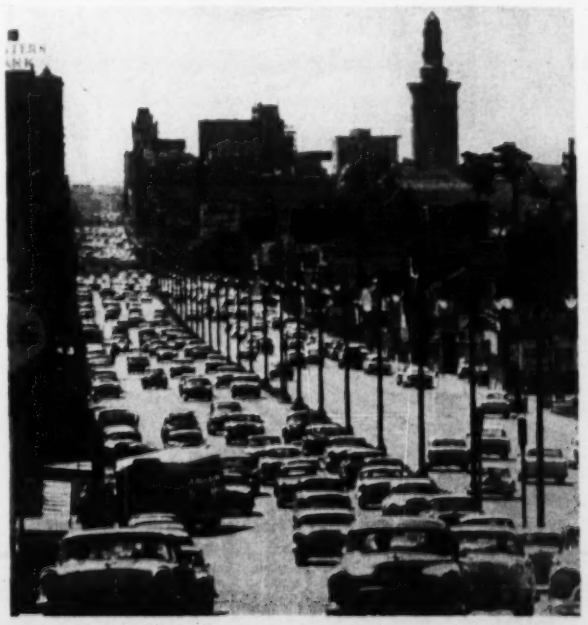
COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation
in Northern California

National Representatives: Cresmer & Woodward, Inc.
New York · Chicago · Detroit
San Francisco · Los Angeles · Atlanta

Sunday Comics:
Metropolitan Sunday Newspapers, Inc.

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.



today as never before...
a magazine
that influences
management
decisions

...edited for the
age of the manager

In editorial appeal...in advertising content...Dun's Review and Modern Industry concentrates on the techniques of managing business. This vital magazine climate is the reason advertisers who want to influence the decisions of 120,000 executive readers have already used 27% more advertising than in the same period last year.

DUN'S REVIEW
and Modern Industry
The magazine of Presidents
...and men who are going to be!
ABC

Ratings May Defeat Broadcaster's Aims, AWRT Unit Warned

(Picture on Page 88)

CHICAGO, March 24—Increasing emphasis on ratings of radio and tv programs "will result in a Frankenstein monster broadcasters are going to have difficulty controlling."

This portentous opinion was voiced by Norman Barry, NBC newscaster, before a workshop Saturday of the Chicago chapter of American Women in Radio & Television.

Mr. Barry feels that if a station or advertiser ever wants to add a quality as well as quantity audience, "it will be too late; the minority audience will have sold its sets."

"If ratings meant anything, someone would put on a strip tease show and take the 'Maverick' audience. But this audience wouldn't necessarily be a buying audience," he said.

■ In a vigorous discussion of "who gets the advertising dollar" among radio, tv and newspapers, Thomas W. Burns, general ad executive, *Chicago Tribune*, asserted that "newspapers are generally recognized to give advertisers a real run for the dollar by designing an atmosphere where the product will sell." He referred to special sections, such as food, travel, home and other such special units.

Mr. Burns said a basic reason for using newspaper advertising is that it is "a medium of shopping."

■ Fred Vosse, sales representative, WIND, Chicago radio station, maintained that radio delivers the advertiser's message to more people, more often, at a lower cost-per-1,000, than any other ad medium in the world. Radio, he said, will give the frequency, the selectivity and the adaptability to fit any budget.

Jack Flatley, sales representative of WBKB, Chicago tv station, said that since tv is only 12 years old, it needs the help of newspapers and radio, but that tv is getting its share of the dollar.

Discussing advertising at another panel session, Earle Dugan, vp and account supervisor, Foote, Cone & Belding, told his audience that the greatest problem in advertising today is the sales manager. "He is thinking about other problems such as distribution and the marketing concept, rather than the advertising idea." The consumer doesn't care about the marketing plan, Mr. Duggan maintained.

■ Chicago AWRT unveiled plans for a new course to be offered at Northwestern University April 1-June 10: "The Role of Women in American Broadcasting." The course, inaugurated by the university in cooperation with the Chicago chapter of AWRT, is open to outstanding senior women selected by the university faculty.

Betty Ross West, supervisor of public affairs and education for NBC outlets in Chicago, is instructor and coordinator of the course. #

April 5 Closing Date

Closing date for nominations for the 1959 Advertising Woman of the Year award, sponsored by the Advertising Federation of America, is April 5. The three judges are Dean Earl English, University of Missouri school of journalism; Mary Busch, vp of Emery Advertising Co., Baltimore, and Ray Krings, ad manager of Anheuser-Busch, St. Louis. The winner will be announced in Minneapolis, June 7, the opening day of the AFA annual convention.

BIG TIE-IN—*Lone Star Gas Co., Dallas, is adding local impetus to the American Gas Assn.'s national gold star award promotion with a series of newspaper ads in 458 towns and cities in Texas and Oklahoma. This bottom-half spread is a version of the outdoor poster being used. Another half-page horizontal ad reproduces an actual gold star-embossed foil seal. The Dallas office of Erwin Wasey, Ruthrauff & Ryan is the agency.*

FBI Stops Contest Swindling Ring

WASHINGTON, March 25—FBI investigators told today how a non-existent newspaper and a non-existent bank were used as props which enabled a group of swindlers to collect more than $45,000 this winter from newspapers which were conducting contests in many parts of the country.

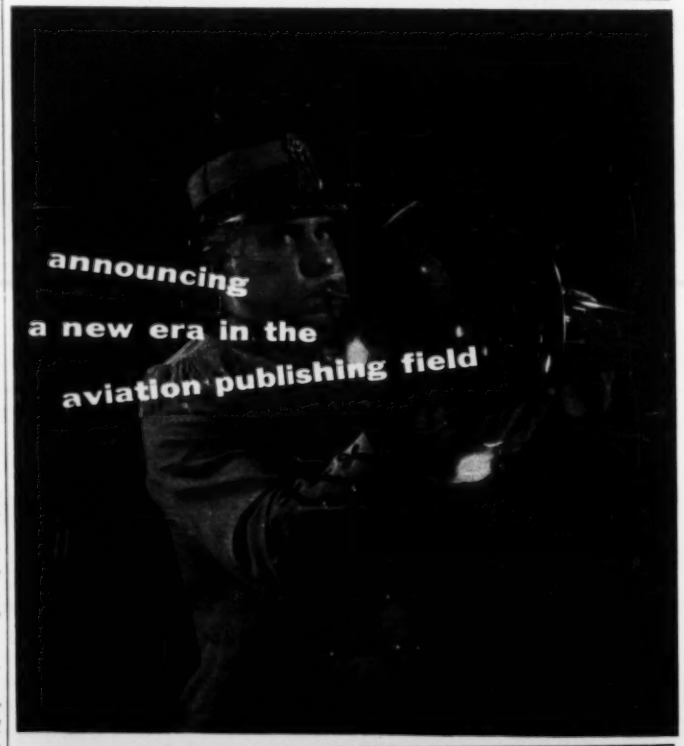
Since syndicated feature services do not ordinarily furnish contest answers directly to newspapers, the swindlers, according to FBI Chief J. Edgar Hoover, ordered contests in the name of a nonexistent newspaper, "Suburban Publishers Ltd., 200 Epworth, London, Ont., Canada." Answers were to be directed to "the Middlesex Trust Co., P.O. Box 699, Byron, Ont., Canada."

After the swindlers picked up the contest forms and answers which many other newspapers were using, they provided the solutions by phone to individuals who were induced to enter their local newspaper's contest. The winners kept a small share of the prize money, while the bulk of the cash was sent by mail or telegraph to the ring's headquarters, Mr. Hoover said.

A total of 11 persons were arrested, and charges were also lodged against two other persons in Canada and one in Minnesota. Arrests involved the federal mail fraud and fraud by wire statutes.

Newspapers victimized by the ring, according to Mr. Hoover, included the *Chicago American* (two times, for a total of $5,500); *Philadelphia Bulletin* ($6,050); *Harrisburg Patriot* ($250); *Milwaukee Sentinel* ($2,710); *Portland Oregonian* ($1,700); and *St. Paul Sunday Pioneer Press* ($1,625). #

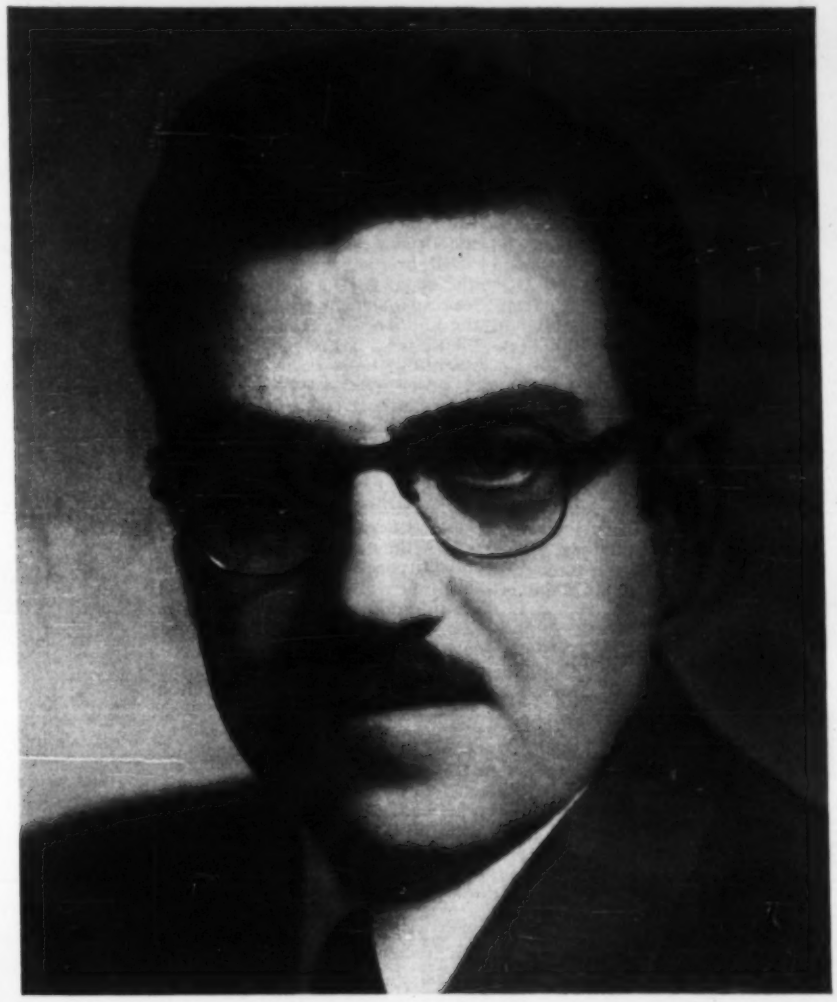
SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER



See page 72

"My Monday mornings wouldn't be complete without Ad Age"

says **BERNARD J. WIERNIK**
Vice-President/Sales and Advertising
Mogen David Wine Corporation



"Advertising Age is, in my opinion, *the* outstanding trade publication in America today. As the leading advertisers in the wine industry, Mogen David must be aware of all the latest selling and merchandising programs being developed. My Monday mornings wouldn't be complete without Ad Age."

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

BERNARD J. WIERNIK

Before joining the Mogen David Wine Corp. in 1950, Mr. Wiernik had gained both retail and wholesale selling experience, in addition to spending four years in the Army Air Corps, where he rose to the rank of captain. Starting as a chemist, he became assistant winemaker a few months later. In 1952, however, he was named sales manager, advancing to vice-president in charge of sales and advertising within three years. Since switching to the sales side of the winery he has helped formulate many of the advertising and merchandising plans responsible for propelling Mogen David to the front ranks of its field.

Mr. Wiernik is active in a number of civic projects, and serves on the board of directors of the Oak Park (Ill.) Temple. Some of his leisure time also is devoted to such diverse hobbies as electrical engineering, hunting, golf and bowling.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Brainstorming Is Only Meeting Form Not a Waste of Time'

To the Editor: Lest any recipients of my resume be misled: In your issue of March 9, you report a statement by Draper Daniels of Leo Burnett to the effect that "Brainstorming is for the birds." According to your report, Mr. Daniels feels this way because in his opinion, "the group will waste time offering dozens of reasons why it (a suggested idea) can't work."

Since I have recently gone to the trouble and expense of having some resumés run off which included the fact that I was a Brainstorm panel chairman for a couple of years at BBDO (where Brainstorming originated), and since I do not wish the undoubtedly heavy weight of Mr. Daniels' position and authority to act against my best interests with recipients of my resumé, I would like to set the facts straight as to the conduct of true Brainstorm meetings.

All brainstorm sessions as conducted at BBDO and hundreds of leading business firms throughout the nation (taught by Willard Pleuthner, BBDO vp of Brainstorming) have as their No. 1 rule of procedure: NO NEGATIVE COMMENTS OR CRITICISMS OF IDEAS. Contrary to the thoughts expounded by Mr. Daniels, Brainstorming, from my experience, is the *only* standard creative meeting form practiced in business today which is *not* generally a waste of everybody's time and is 100% positive and purposeful. If, as must be the case, Mr. Daniels was talking about brainstorms with a lower case "b," I feel that he should have so stated, there are undoubtedly some areas where informal and highly unproductive "brainstorms" of the pre-BBDO variety are still practiced. But at BBDO and at firms taught by BBDO and ex-BBDOers there is only one kind of Brainstorming practiced. The kind with a capital "B," the kind that are 100% positive and productive, the kind that Mr. Daniels apparently would like.

James A. Corcoran,
President, Ardsley House, Scarsdale, N. Y.

• • •

Frame Hasn't Merged with Hipple, Irelan & Kinzer

To the Editor: This letter is being written to call attention to your report on "Record 150 Agencies Merge, etc.," in which our company is so closely linked with that of "Robert Frame Advertising" that much comment has been created as to our proper status (Page 55, AA, March 2).

Robert Frame Advertising is in no way associated with Hipple, Irelan & Kinzer Inc.

We believe that you intended to convey the impression that ours as well as Frame's were organized in April. However, practically everyone associated with advertising in the Dayton area seems to have gotten the idea that the two firms have merged.

You can appreciate that the impression created has caused considerable embarrassment to all concerned and we would appreciate a statement in a subsequent issue of AA clarifying this situation.

Patrick H. Irelan,
President, Hipple, Irelan & Kinzer Inc., Kettering, O.

•

Put Back the $400,000

To the Editor: After a long look at your Feb. 23 issue listing agency billings, and further study of the form we completed for your use, we have decided that our figures were incorrectly computed, as we mentioned in our note of Jan. 9, accompanying the form.

The total (commissionable billing and fees) should have read $273,264.45, rather than the $683,000 figure stated. We assume that this does not affect your statistical charts in the least, but we do wish to set the record straight.

Next year, we shall understand the computation method and furnish you with accurate figures; and trust that we do not have to take another sudden $400,000 "loss" as above.

E. Fred Franklin,
Franklin Associates, San Pedro, Cal.

•

Corrects Peacock Billing

To the Editor: In the issue of ADVERTISING AGE dated Feb. 23, the billings of various English agencies are listed, including our own. The figure quoted ["an estimated $3,640,000 in 1958"] is incorrect, as the correct figure for the billing of S. C. Peacock Ltd. is $5,600,000.

The group turnover quoted of $11,200,000 is correct.

Carl Brunning,
S. C. Peacock Ltd., London, England.

•

French Publications Reprint Agency Figures

To the Editor: We have just received your special issue dated Feb. 23 in which you publish the answers to the questionnaire you had sent to all the major advertising agencies.

We heartily congratulate you for publishing more information than we can manage to gather ourselves on our profession in Europe and even on French advertising agencies!

We would very much like to publish certain extracts from this issue (naturally we would mention ADVERTISING AGE) in our house organ "Contacts" and in the April edition of our monthly bulletin "Publicis Informations." Both are distributed, free of charge, among our clients and the French advertising profession.

Jean-Jacques Raffel,
Attache a la Direction Generale, *Publicis*, Paris.

• • •

Cites Ground Rules for Picking Agency

To the Editor: I read with interest the article in your Feb. 23 issue on how Mr. Axel (21 Brands Inc.) selected the Cunningham & Walsh agency. This was after reviewing 30 agency solicitations.

I take specific exception to Mr. Axel's statement, "We didn't set up any ground rules or send any agency a questionnaire." As you can see from copy of my letter to Mr. Axel (attached), ground rules were definitely set. Mr. Axel told me that his management had decided to accept bids from agencies doing $20,000,000 or more in billings only. If this isn't a ground rule, I don't know what is.

I'm not interested in getting into a controversy with Mr. Axel; I merely feel that it's about time we on the agency side of the fence started to talk like men.

B. M. Reiss,
Friend-Reiss Advertising Inc., New York.

• • •

Fort Worth Adclub Marks 50th Anniversary

To the Editor: You will be interested, we believe, in the enclosed booklet, entitled "Adding to 50."

This book has just been published by the Advertising Club of Fort Worth to highlight its 50th anniversary year, 1959. Two thousand copies of the book were printed for distribution to Fort Worth business leaders, libraries and others.

As you will see, the aim of the book was not just to talk about the local club (though its origin and activities are of course covered)—but to emphasize the advancement of advertising and its values in the past 50 years, plus a few predictions of advancements to come.

Our firm was selected by the club to create this booklet, and members of our organization researched, wrote and designed and produced it. One aim in production was to demonstrate as many of the graphic arts as possible. Thus, while the bulk of the book is printed by offset lithography, the cream-colored signature is printed letterpress. The acetate cover was silk-screened.

Printer is Anchor Printing and Lithographing Co., Fort Worth.

Silk-screening of acetate covers was by Charlie Mann Displays, Fort Worth.

Art director is Jack D. White, and the writer is Eugene R. Miller, both of our firm.

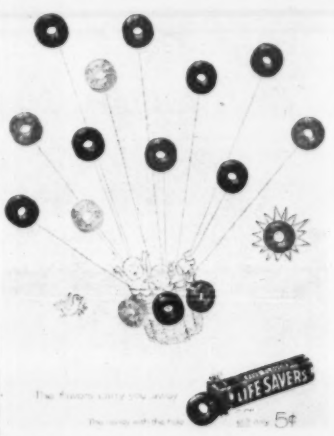
Chairman of the local Advertising Club's 50th anniversary committee is Jim L. Edwards, of the Texas Electric Service Co., Fort Worth.

Irvin Farman,
Executive Vice-President, Witherspoon & Associates, Fort Worth.

• • •

Nothing New Is the Old Story

To the Editor: Do you believe in coincidences? I know I didn't until I read my copy of the March 2 issue of *Life*. Now I'm not so sure. There on Page 49, as big as Life Savers, was a full-page ad for the candy with the hole. Very colorful and in the same good taste found in every Life Saver advertisement. But this particular ad was faintly reminiscent.



About one year ago, I mocked up a series of ten "speculative ads," including the attached "Flavorlift" ad, which I blithely showed to prospective employers as examples of my creative ability. They were never published.

So I thought that you'd be interested in the two ads which you will find attached. How about them apples?

Not only is there startling similarity in the layout itself, but

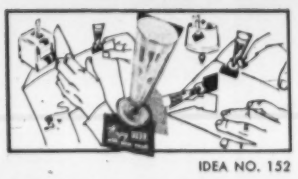
1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

Stickin' around® with kleen-stik

Acres of Kleen-Stik! IDEA NO. 151

(We-e-e-e-ll—actually, only three million sq. in., or about a *half*-acre . . . but that ain't hay, hey?) That's how much **Flex-Stik "B"** was used on this multi-unit job for **Volkswagen Canada, Ltd.**, Scarborough, Ont. Volkswagen's Sales Promotion Department wanted bold signs to "bullseye" the V. W.'s many features, yet easy to remove when the truck was sold. And that's *just* what **Delmar Studios Co., Ltd.**, designed and produced. **Jack Ford**, Delmar's president, chose **Flex-Stik** for its easy, clinging application and *clean* removal. This idea rates a medal—with maple leaf clusters!

The World's Most Versatile Self-Sticking Adhesive



IDEA NO. 152

Tricky, Sticky Menu Clip

Building bigger beer business is a full-time job for **Wisconsin Malting Co.**, Milwaukee. And one steady worker is this ingenious "**Beereminder**" that *pops up* on restaurant menus, napkin holders, lamps, etc.—selling the *beer-with-meals* idea. The clever clip was conceived by W. M. prexy **Stan Williams** . . . aided and abetted by agencyman **Webster Kuswa** of **Kuswa-Greene & Associates** . . . and produced by **Litho-Graphic Corp.**, Milwaukee, under the supervision of veep **Carl Feltes. Kleen-Stik'd** on the back (of course!), it goes on quick an' easy, holds tight . . . and sells *a lot o' suds!*

This is *your* reminder to enjoy the benefits of Kleen-Stik on your next P.O.P. display or label. Your regular printer, lithographer, or silk screener can s'ow you a *truck-load* of ideas . . . or send your name for free Idea-of-the-Month mailings.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

DAILY SHOPPING GUIDE FOR NORTHWEST NORTH CAROLINA

In their 11-County Trading Area the Journal and Sentinel combined coverage is a whopping big 73%. When you want to sell North Carolinians . . . you can't afford to miss the following 11 counties:

FORSYTH	STOKES
ALLEGHANY	SURRY
ASHE	WATAUGA
DAVIDSON	WILKES
DAVIE	YADKIN

ROCKINGHAM (57% OF COUNTY IN AREA)

CIRCULATION NOW 102,931
Pub. statement ending Sept. 30, '58

JOURNAL MORNING . SENTINEL EVENING . REP KELLY-SMITH COMPANY

strangely enough the colors of the Life Savers used as ballast are identical. How about that for a coincidence? I guess that's the way things happen. There is nothing original under the sun.

One consolation, though; at least I'm in good company up the same creative channel, but this time I don't have a paddle!

Herbert Shayman,
Copywriter, Garfield-Linn & Co., Chicago.

• • •

Suggests Praising Advertiser When He Does Good Job

To the Editor: Advertising people say more harsh, snide things about one another than any client or outsider could or would. Then they pretend to wonder why our business has such a bad reputation.

Here's my panacea. The next time one of us sees an ad which he considers well done, which sells a product or service in a moral, interesting manner, let the observer write a letter *to the client*, commending him for running that ad.

Send a carbon of that letter to the agency which produced the ad. Let the agency man who receives such a carbon consider it his duty to respond by writing a similar letter to some company whose advertising he admires, with a carbon to its agency.

Will this help our reputation? Well, how would you like to have a client of yours hear another advertising man praise you? Wouldn't your client think well of a business where people took time to compliment work well done? Wouldn't your client think better of *you*?

George Johnson,
Webster Groves, Mo.

• • •

Newspaper Ads, Good and Bad, Missed in Columbus Strike

To the Editor: Have watched with interest the "Advertising We Can Do Without"—and clipped a few of my own items—and then we had a three-week newspaper strike. I've decided that we can't do without even the ones we can do without. It was a real feeling of a "death in the family." News came over tv and radio, and a few companies intensified their advertising, but the good old newspaper ads (and the bad-old ones, too) just were not there—and I "decried" and almost "cried."

Norma A. Kirkendall,
Columbus Blank Book Co., Columbus, O.

• • •

Says Andy's Columns Show 'Uncommon Sense'

To the Editor: Andy Armstrong's piece "Suitable for Framing" (AA, March 2) prompts me to comment on what a high level of interest and uncommon sense his columns have been maintaining for a long time now.

When debunking is called for, he does it well. But when a note of appreciation is in order, as in last week's tribute to the boat-borne Chevrolet admirers, Andy's writing is at its best. I take his stuff home and read it to my wife for the pleasure we get from it.

Ernest S. Green,
Senior Copywriter, Advertising Department, Johns-Manville Sales Corp., New York.

• • •

Model Identified

To the Editor: The reproductions of the Hertz split on Page 62 of your March 2 Advertising Age left me in the state of puzzlement for a few moments. Only after careful study did I realize that it was Ed McAuliffe who was used in the reproduction on the left—at least I believe it is Ed.

The last time I saw him used in such a manner was as the leading star in a slide film presentation to the Chicago Federated Advertising Club several years back when he portrayed what it takes to be an account executive. Could you please confirm if the man in the Hertz ad is Ed McAuliffe? Thank you.

Richard E. Hellyer,
Oak Park, Ill.

Ed McAuliffe it is. He's associate copy director at Needham, Louis & Brorby, Chicago, Hertz agency.

• • •

Says Tyler Has Flavor

To the Editor: One of your features, which by its very nature makes a fresh appeal every time it appears, is Bill Tyler's review of ads. His perceptive analysis, coupled with a sparkling vocabulary, imbue Tyler's work with a flavor of its own. For our money, this feature alone is enough to put AA in the top drawer! Sincere thanks.

W. G. Wooster,
Account Executive, Al Paul Lefton Co., Philadelphia.

WHICH IS THE MOST IMPORTANT MARKET ADJACENT TO LOS ANGELES?

The metropolitan area comprised of San Bernardino and Riverside counties. It's California's 4th, the Pacific Coast's 6th, and the 27th largest in the Nation.

San Bernardino county is the major portion of this market and the San Bernardino trading area its most important. A profitable, independent market, 60 miles from Los Angeles. This rapidly growing market has shown a population increase of 73% since 1948.

Less than ½ of 1% of the total circulation of the four Los Angeles metropolitan newspapers enters this important market. The San Bernardino Sun-Telegram delivers 19 out of 20 homes, 95% in the City Zone, and 14 out of 20, 70% in the combined retail trading zones. For your copy of our new and valuable market study on this important area contact your Cresmer and Woodward representative or write the —

SAN BERNARDINO SUN AND TELEGRAM
SAN BERNARDINO, CALIFORNIA

Plenty of white space

doesn't get extra attention

on Saturday afternoon.

The pay off for every marketing dollar you invest is riding on what happens in the super market between 9 a.m. Friday and 6 p.m. Saturday night.

In these 20 hours, more than 60% of the week's sales are checked out. Twenty busy hours when the men in the store are checking, carrying, counting, cleaning, answering, ordering . . . busy doing *everything but stocking* the shelves.

It's in these last 20 hours where the finest advertising, the hottest promotion, the biggest sales push can stall . . . for one simple reason:

There isn't enough shelf stock to meet the demand. Every out-of-stock hour during this peak rush costs your product 3% of the week's sales its marketing effort has earned.

It takes some pretty high priced displays, or costly deals to make up the deficit a Saturday afternoon stock-out creates.

How far less expensive and more efficient it is to reduce the O.O.S. deficit . . . by going after the shelf space your marketing dollars have earned.

Retailers don't like stock-outs either. In fact, articles on shelf space management always earn "best read" features in Progressive Grocer. (Which incidentally, is the best read publication in the food business.)

Tell super market men why they should order more . . . stock more of your brand. Talk to them directly with advertising in the magazine food retailers act on.

You'll get action too . . . where it pays . . . in the last 20 hours.

Progressive Grocer

The Magazine of Super Marketing

Gets to every chain, co-op, voluntary headquarters — every super market — the stores where 4 out of 5 Americans shop.

PHOTOSTAT USERS!!!

Cut your costs 70%
with exclusive Magi-Copy Process

Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.

MAGI-COPY (Dept. Alfred Messner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

Uptegrove Joins Tung-Sol

Neil Uptegrove, formerly technical ad manager of Allen B. DuMont Laboratories, has been appointed advertising and sales promotion manager of Tung-Sol Electric, Newark, N.J., light bulb and tube manufacturer.

3 YEARS OF AUDIENCE LEADERSHIP

For more than three continuous years... covering sixteen consecutive ARB Rating Periods... KCRA-TV has enjoyed audience leadership in the prosperous, growing SACRAMENTO, CALIFORNIA TELEVISION MARKET.

This KCRA-TV audience leadership means more viewers... more sales impressions... greater results for your advertising dollar.

ARB RATING PERIODS	KCRA-TV	STATION "B"	STATION "C"
Nov. 7 — Nov. 13, 1955	32.3	30.3	31.1*
Feb. 8 — Feb. 14, 1956	34.2	29.7	29.7*
June 2 — June 8, 1956	35.7	35.6	25.2*
Nov. 15 — Nov. 21, 1956	43.8	36.1	22.1*
Feb. 8 — Feb. 14, 1957	49.1	32.4	21.7*
• March 18 — April 14, 1957	46.5	31.0	24.7*
May 8 — May 14, 1957	49.7	34.5	19.5*
Oct. 14 — Oct. 20, 1957	58.7	35.3	6.2
Oct. 29 — Nov. 4, 1957	48.8	40.4	11.4
Dec. 1 — Dec. 7, 1957	49.0	39.8	13.8
Feb. 8 — Feb. 14, 1958	49.2	40.9	11.0
May 12 — May 18, 1958	48.0	42.3	16.1
Sept. 9 — Sept. 15, 1958	53.5	35.8	14.1
• Oct. 4 — Oct. 31, 1958	50.7	37.6	12.2
• Nov. 8 — Dec. 5, 1958	50.6	35.6	15.2
• Jan. 5 — Feb. 1, 1959	44.8	30.2	14.9

(*) Denotes total audience share of stations "C & D". Station "D" went off the air after May 8 thru 14, 1957 rating period.
• Denotes four week rating periods.

KCRA·TV 3 SACRAMENTO

CALL YOUR PETRY MAN for availabilities on KCRA-TV, the flourishing Sacramento Audience Leadership Station.

Represented by Edward Petry & Co.

February Sales of Chain Stores

	February 1959	February 1958	% Gain or Loss	2 Months 1959	2 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
[c]American Stores	$ 67,359,858	$ 66,244,531	+ 1.7	$ 792,745,049	$ 753,875,048	— 5.1
Beck Shoe	3,260,733	3,088,432	+ 5.6	7,544,798	7,363,604	+ 2.5
[b]Bond Stores	4,523,976	3,701,988	+22.2	53,363,331	52,505,962	+ 1.6
Butler Bros.	13,172,007	11,346,527	+16.1	26,051,300	22,992,636	+13.3
[b]Diana Stores	2,094,644	1,650,290	+26.9	23,134,831	21,049,408	+ 9.9
Edison Bros.	6,595,854	5,185,905	+27.2	13,456,674	10,928,752	+23.1
Fishman, M. H.	799,325	751,104	+ 6.4	1,553,831	1,484,855	+ 4.6
Gamble-Skogmo Stores	8,660,821	6,972,653	+24.2	17,817,894	14,942,994	+19.2
Grant, W. T.	24,107,342	20,063,018	+20.2	47,295,098	40,678,065	+16.3
[b]Grayson-Robinson Stores	2,920,297	1,828,518	+59.7	32,106,585	24,686,905	+30.1
[c]Green, H. L.	7,743,208	6,887,464	+12.4			
[c]Hartfield Stores	1,242,865	1,068,814	+16.3			
[c]Interstate Dept. Stores	3,411,021	3,257,103	+ 4.7			
Kinney, G. R.	3,824,000	2,883,000	+32.6	7,680,000	6,117,000	+25.6
Kresge, S. S.	23,702,922	21,584,803	+ 9.8	47,419,128	42,609,727	+ 8.7
Kress, S. H.	9,914,405	8,784,008	+12.9	20,551,464	18,325,952	+12.1
Lane Bryant Inc.	5,613,912	4,596,862	+22.1	10,441,582	9,177,279	+13.8
[c]Lerner Stores	9,590,166	8,199,546	+17.0			
[c]Mangle Stores	2,091,903	1,648,535	+26.9			
McCrory-McLellan Stores	10,239,216	9,443,990	+ 8.4	20,723,649	19,686,852	+ 5.3
Melville Stores	7,162,088	6,007,803	+19.2	15,004,412	13,187,157	+13.8
[c]Mercantile Stores Inc.	8,984,000	8,086,000	+11.1			
[b]Miller-Wohl Co.	2,191,777	1,733,786	+26.4	24,319,263	22,904,020	+ 6.2
Murphy, G. C.	12,924,372	10,871,232	+18.9	25,607,960	22,398,470	+14.3
National Shirt Shops	1,090,743	981,438	+11.1	2,181,850	1,993,029	+ 9.5
Neisner Bros.	3,968,473	3,606,519	+10.0	7,822,443	7,401,761	+ 5.7
Newberry, J. J.	13,716,443	12,019,714	+14.1	26,604,913	23,855,779	+11.5
[c]Penney, J. C.	72,964,861	65,860,787	+10.8			
Shoe Corp. of America	4,973,283	4,326,020	+15.0	10,947,389	10,094,947	+ 8.4
[d]Sterchi Bros.	1,205,946	853,341	+41.3	17,120,261	17,959,448	— 4.6
Western Auto	16,535,000	14,545,000	+13.6	32,460,000	27,627,000	+17.5
White Stores	3,683,315	2,861,211	+28.7	6,991,194	5,466,413	+27.9
[c]Winn-Dixie Stores	53,731,038	48,149,465	+11.6	455,668,255	399,054,412	+14.2
Woolworth, F. W.	55,860,669	50,586,942	+10.4	109,016,651	102,183,508	+ 6.7
Group Total	$ 469,860,283	$ 418,846,349	+12.2	$1,855,630,805	$1,700,550,983	+ 9.1
FOOD CHAINS						
Colonial Stores	33,017,918	34,298,812	— 3.7	65,933,548	68,047,465	— 3.1
Grand Union	55,131,293	43,117,337	+27.8	503,740,308	427,871,082	+17.7
Jewel Tea	34,411,018	32,811,695	+ 4.9	69,790,265	65,720,984	+ 6.2
Kroger Co.	143,666,173	136,220,561	+ 5.0	285,852,645	271,402,931	+ 5.0
National Tea	62,500,185	58,921,717	+ 6.1	123,972,517	116,685,919	+ 6.2
Group Total	$ 328,726,587	$ 305,370,122	+ 7.6	$1,049,289,283	$ 949,728,381	+10.5
MAIL ORDER						
[c]Sears, Roebuck	242,482,000	208,771,182	+16.1			
Spiegel	11,417,920	7,225,973	+58.0	18,943,809	13,138,076	+44.2
[c]Montgomery Ward	81,148,049	67,413,899	+20.4			
Group Total	$ 335,047,969	$ 283,411,054	+18.2	$ 18,043,809	$ 13,138,076	+44.2
DRUG CHAINS						
Peoples	6,297,056	5,256,553	+19.8	12,837,674	10,796,514	+18.9
Walgreen	20,948,572	18,974,991	+10.4	42,542,617	38,780,030	+ 9.7
Group Total	$ 27,245,628	$ 24,231,544	+12.4	$ 55,380,291	$ 49,576,544	+11.7
Combined Total	$1,160,880,467	$1,031,859,069	+12.5	$2,979,244,188	$2,712,993,984	+ 9.8

[a] Four weeks Feb. 21; 47 weeks, Feb. 21. [b] 7 month period. [c] 1 month period. [d] 12 month period. [e] Four weeks, March 7; 36 weeks, March 7.

NIAA Publishes Education Manual

National Industrial Advertisers Assn., New York, has published a new education guidance manual. Copies of the loose-leaf book have been mailed to the presidents and education committee chairman of each NIAA chapter. The manual contains 10 specific indexed sections, which contain information and suggestions for carrying on and developing educational programs.

One section contains a complete outline for conducting an industrial advertising course. Other sections outline basic sources of industrial marketing and advertising information; suggested activities for local NIAA chapters; services available from the NIAA international education committee, and a list of committee members. Philip D. Allen, president of Maclean-Hunter Publishing Co., is chairman of the international education committee.

National Library Week Getting Record Response

Increased media support has been pledged for the second National Library Week scheduled for April 12-18. Articles on libraries and reading will appear in 38 national magazines. An estimated $1,000,000 worth of spot radio and tv time will be donated by local broadcasters throughout the country.

Civic committees in over 5,000 communities will sponsor the event, along with 28 national service, professional and industry organizations. This year's slogan is "Wake Up and Read," and the primary objective, "a better-read, better-informed America." Cosponsors are the National Book Committee and the American Library Assn.

Bishopric/Green/Fielden Adds Seven New Accounts

Bishopric/Green/Fielden, Miami, has added seven accounts: Radiation Inc., Melbourne, Fla., maker of missile components; RAM Instruments, Miami Beach, manufacturer of artists' lettering pens; Decor International Corp., Havana, interior decorator; Cape Coral, real estate subdivision at Fort Myers; Precision Metal Products, Miami; Everglades Hotel, Miami, and the Florida Power & Light Co.

The agency said it is now billing at the rate of $3,500,000 annually.

'Look' Names Two

Look, New York, has promoted Lewis G. (Pat) Patterson to advertising administration manager, a new post. He formerly was manager of the makeup department. *Look* also has named James Maxwell, formerly ad manager of *Electronics World*, to its New York ad staff.

Four A's Elects Three; Names Westmore, Reedy

Craig & Webster Advertising Agency, Lubbock, Tex., George Evans Co., Ft. Lauderdale, and Robinson, Jensen, Fenwick & Haynes, Los Angeles, have been elected to membership in the American Assn. of Advertising Agencies.

The association also has named Andrew C. Wetmore, formerly with Young & Rubicam, to its executive staff in New York and Lawrence D. Reedy, previously with Abbott Kimball Co., a consultant to August Nelson, vp on agency relations activities. Mr. Reedy will be retained by the association for two months.

Kline & Co. Agency Opens

Robert H. Kline, formerly an account executive and pr director of Cargill, Wilson & Acree, Richmond, Va., has opened his agency, Robert Kline & Co., at 300 E. Main St., Richmond. The new company will handle national publicity programs in addition to full advertising services.

CHAIN STORE AGE Drug Magazines -

CHAIN STORE AGE +46 pages

The No. 1 Magazines in Your No. 1 Drug Store Market

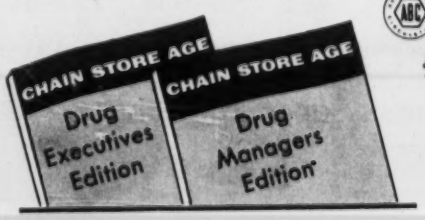
Comparative Figures on Advertising in Drug Trade Publications January — December, 1958

Magazine A — 74 pages

Magazine B — 142 pages

Magazine C — 93 pages

(Above Facts Taken From Media Comparison Records.)

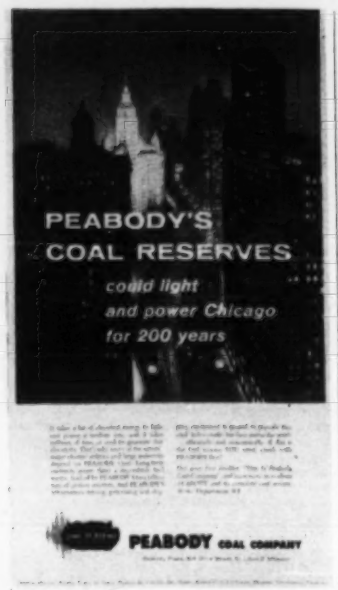


CHAIN STORE AGE DRUG MAGAZINES
2 Park Avenue, New York 16, New York
Boston • Chicago • Los Angeles

the number ONE magazines in your number ONE variety store market!

CHAIN STORE AGE
variety store magazines
Executives & Managers Editions
2 Park Avenue New York 16 N. Y.

ABC AUDITED PAID CIRCULATION
ABP BUSINESS PAPER LEADERSHIP



POWER—*Peabody Coal Co., St. Louis, will seek to dispel impression coal is an "uninteresting, obsolete fuel" with ads like this in business, news and trade publications. This ad, for example, aims to give potential investors a good, healthy feeling about Peabody stock. Horan-Daugherty, St. Louis, is the agency.*

Men Who Molded Marketing Cited in Converse Monograph

AUSTIN, TEX., March 24—The study of marketing, now full-blown science, had its beginnings around the turn of the century, according to Paul D. Converse, visiting professor of marketing at the University of Texas, author of the new monograph, "The Beginning of Marketing Thought in the U. S. with Reminiscences of Some of the Pioneer Marketing Scholars."

The work is designed as background information for younger persons in the field of marketing and provides a reference for further research into the history of marketing.

Mr. Converse writes mainly of the people who shaped marketing thought. He also includes a brief economic history of the U. S. from 1900 to the 1930s, as well as a resumé of notable studies and contributions to the field of marketing from 1925 to 1939.

■ Included among the sketches of persons who shaped marketing thought are those of Edward Atkinson, David A. Wells, Arthur B. and Henry Farquhar, Henry C. Emery and Harlow Gale, who were prominent before 1900.

Listed among the top writers and researchers during the first 16 years of the 20th Century are Walter Dill Scott, Earnest Elmo Calkins, S. Roland Hall, Ralph Starr Butler, J. George Frederick, Charles Coolidge Parlin, Arch W. Shaw, Paul T. Cherington, L. D. H. Weld, Wheeler Sammons and Paul Nystrom.

Mr. Converse also discussed the leading scholars in the field from 1917 to 1923, including W. H. S. Stevens, Archer Wall Douglas, C. S. Duncan, Melvin T. Copeland, Horace Secrist, Fred E. Clark, Frederick A. Russell, W. D. Moriarity and Daniel Starch. #

Lake Joins Graves

Clyde D. Lake, formerly merchandising director of Minnesota Dairy Industry Committee, St. Paul, has joined Graves & Associates, Minneapolis, as an account executive. Earlier Mr. Lake was an account executive with Batten, Barton, Durstine & Osborn, Minneapolis.

'SEP' Names Three

J. Burr Jenkins, formerly assistant publication manager, and Richard H. Morton, formerly manager of agency service of *The Saturday Evening Post*, have been named associate managers on the New York advertising staff of the *Post*. L. H. Sanford Heckinger, previously special western representative of the *Post*, has been transferred to the New York sales staff.

Townsend, Millsap Adds Two

Townsend, Millsap & Co., San Francisco and Los Angeles, has been appointed West Coast representative of *Argosy* and Adventure Men's Group. James H. Walsh, who had been representing the publications, has joined the Los Angeles staff of the representative.

Trendex TV Ratings

March 1-7, 1959

Rank	Program	Rating*
1	Some of Mannie's Friends (Liggett & Myers, NBC)	34.7
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	33.7
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	31.2
4	Wagon Train (Ford, National Biscuit Co., NBC)	30.2
5	The Price Is Right (Lever, Speidel, NBC)	29.9
6	I've Got A Secret (R. J. Reynolds, CBS)	29.8
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	29.6
8	77 Sunset Strip (Several sponsors, ABC)	29.5
9	The Bing Crosby Show (Oldsmobile, ABC)	28.4
10	What's My Line (Sunbeam, Kellogg, Florida Citrus, CBS)	28.0

* Ratings are based on one "live" broadcast during the week of March 1-7, 1959.

ICS Promotes Two

International Correspondence Schools, Scranton, Pa., has promoted Joseph H. Biro, vp, from sales manager to director of marketing, a new position. Stephen E. Owens, formerly assistant to Mr. Biro, was named sales manager.

Clouser Joins Wolff

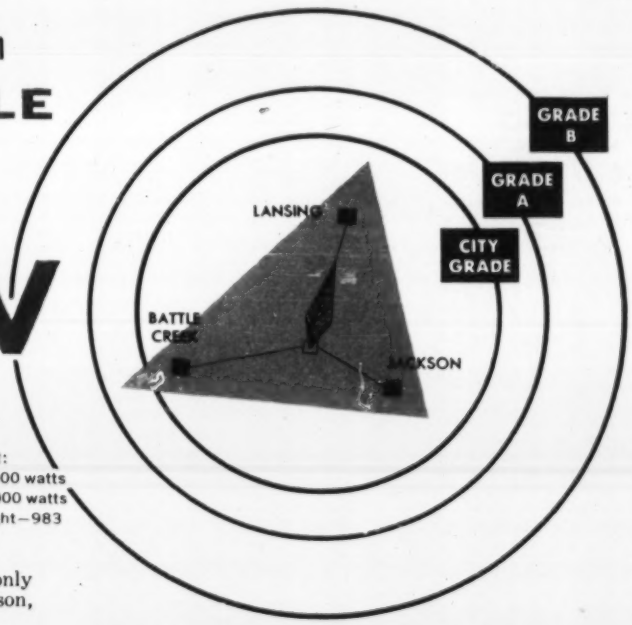
Roger M. Clouser has joined the creative staff of Wolff Associates, Rochester, N.Y. He formerly operated his own agency in Geneva, N.Y.

NEW DRAWINGS EVERY MONTH
Ready to use art work at your fingertips. Save time and money with the original classified monthly art service.
SAMPLE ISSUE only $1
ART MART SERVICE P.O. Box 2121 Dallas 1, Texas

Whether it's PRINTED BROADCAST TELECAST
Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO—have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St.
Chicago 175 W. Jackson
San Francisco 100 Bush St.

Completely Cover Michigan's Rich
GOLDEN TRIANGLE
with a City Grade signal!

WILX-TV
CHANNEL 10



FULL POWER:
Video—316,000 watts
Audio—174,000 watts
Antenna height—983

WILX-TV, an NBC affiliate, is the only—repeat—only station covering the three key Michigan cities of Jackson, Lansing and Battle Creek with a *City Grade* signal!

WILX-TV has the Right coverage in the Right spot

TOTAL STATE EXCLUDING METROPOLITAN DETROIT		B SIGNAL AREA	
Population	43.4%	Retail Food Sales	47.3%
Households	44.7%	Retail Drug Sales	48.6%
TV Households	44.0%	Retail Automotive Sales	50.3%
Farm Population	34.1%	Retail Filling Stations	46.3%
Retail Sales	47.3%	Gross Farm Income	39.9%

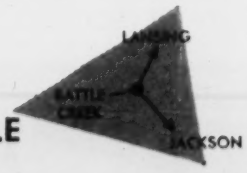
Only WILX-TV, an NBC affiliate, can so thoroughly cover and deliver this rich out-state market! Just check those figures again!

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area** in the nation.

*BASED ON SRDS CONSUMER MARKET DATA
**BASED ON TELEVISION AGE 100 TOP MARKETS

prime time now available!
RIGHT NOW... is the time to contact
VENARD, RINTOUL & McCONNELL, INC.
for complete market information

NBC
WILX-TV
CHANNEL 10 SERVING MICHIGAN'S GOLDEN TRIANGLE



Iowa Bank Lures New Prospects with Empty Parking Spots

DES MOINES, March 24—The National Bank of Des Moines is using humorous radio spots to tell customers of an unusual attraction it is offering—parking spaces.

The bank announced a "remarkable collection of Early-American parking spaces" on exhibit around the bank. "Imagine the thrill of actually seeing a parking space in its empty, native state," the announcement continues. "It's something you'll want to tell your grandchildren about."

Another spot reports that "critics of parking places have hailed this collection as one of the finest ever assembled. In fact, Mr. Hopeless Quandry, in his book 'Ten Times Around the Block,' has this to say: '. . . To see them, ranged around the block so conveniently, is to experience the joy of a happier time'."

Urging drivers to try out the "exhibit," the announcement says: "You can experience the thrill of driving your car in easily and leaving it parked . . . just like drivers used to be able to do years ago."

Wesley Day & Co., Des Moines, is the agency. #

Bierstein Joins Gero Agency; Products, Accounts Added

Boris S. Bierstein has resigned from Rockmore Co. to join Gero Advertising, New York and Paterson, N.J., as executive director, a new position. Moving over from Rockmore with Mr. Bierstein are Wellco Shoe Corp., Ro-Search Inc. and N. K. Winston-Holzer Co.

The agency has also added Bonded Fibers Inc., formerly at Raymond Advertising. Three new aerosol products will be introduced shortly for a present client, Jet-Aer Corp., with consumer and trade campaigns. The products are Brook Leaf Shine, Bust-Rust penetrating oil and G-66 Brand gun oil.

Roto Packaging to Arends

Rotogravure Packaging Co., Addison, Ill., has appointed Donald L. Arends Advertising, La Grange, Ill., to handle its advertising, sales promotion and pr. For the past two years the account has been handled by Shrout Agency, Morton Grove, Ill. Rotogravure Packaging specializes in aluminum foil printing with letterpress and rotary equipment.

AT YOUR FINGERTIPS

. . . many good promotion ideas . . . practical incentive merchandising suggestions . . . real helps for more profitable business

You MUST come to
CHICAGO
NAVY PIER
April 6, 7, 8, 9, 1959

Real dividends are yours when you attend the

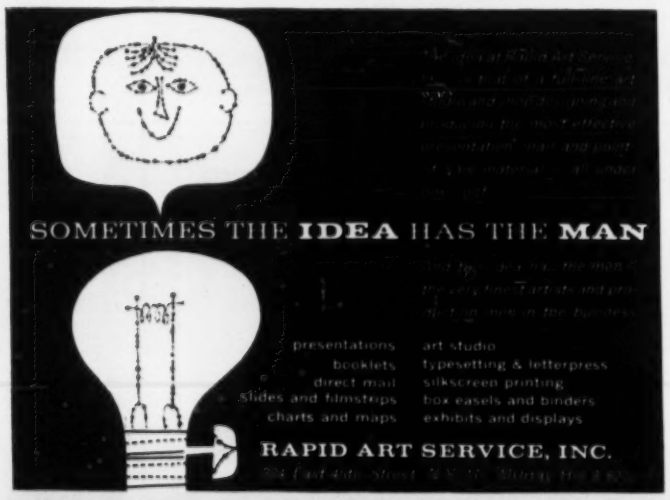
26th annual
National Premium Buyers Exposition*

. . . hub of the premium and incentive merchandise industry

• For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES
MANAGERS
28 E. JACKSON BLVD.
Chicago 4, Illinois

*Under auspices Premium Advertising Association of America, Inc.



U.S. TV Audience—Spring, 1959

State & Regional Summaries

Source: A. C. Nielsen Co.

	Total Homes	TV Homes	Per Cent (Spring '59)	Per Cent (Spring '58)	Per Cent (Spring '56)
TOTAL U. S.	51,350,000	44,000,000	86	84	72.8
NORTHEAST	12,978,300	11,851,960	91	90	82
New England	2,933,500	2,682,020	91	90	80.5
Connecticut	699,900	642,330	92	91	82.1
Maine	259,300	230,540	89	87	71.6
Massachusetts	1,455,600	1,339,770	92	91	82.2
New Hampshire	166,800	150,420	90	89	75.8
Rhode Island	246,900	228,150	92	91	85.4
Vermont	105,000	90,810	86	85	63.9
MIDDLE ATLANTIC	10,044,800	9,169,940	91	90	82.5
New Jersey	1,723,600	1,587,620	92	91	84
New York	5,079,900	4,643,920	91	90	82.6
Pennsylvania	3,241,300	2,938,400	91	89	81.5
NORTH CENTRAL	15,867,200	13,690,930	89	88	78.5
East North Central	10,725,300	9,764,150	91	90	82.7
Illinois	3,040,500	2,760,050	91	90	82
Indiana	1,401,700	1,263,900	90	89	79.6
Michigan	2,296,400	2,095,690	91	90	84
Ohio	2,851,800	2,635,890	92	91	87.2
Wisconsin	1,134,900	1,008,620	89	87	75
West North Central	4,641,900	3,926,780	85	83	69.1
Iowa	843,200	753,940	89	88	76.5
Kansas	678,100	549,630	81	79	63.2
Minnesota	967,900	830,820	86	84	71.2
Missouri	1,342,300	1,175,110	88	86	73.1
Nebraska	437,700	362,120	83	81	67
North Dakota	172,500	122,410	71	68	49.7
South Dakota	200,200	132,750	66	68	43.4
SOUTH	14,684,300	11,425,320	78	75	61.5
South Atlantic	6,792,100	5,441,210	80	78	65.2
Delaware	128,700	117,290	91	90	85.8
District of Columbia	241,600	219,640	91	90	83
Florida	1,344,700	1,074,160	80	77	63.1
Georgia	1,011,600	780,990	77	74	61.6
Maryland	845,900	748,920	89	87	81.2
North Carolina	1,107,200	850,300	77	74	59.6
South Carolina	583,700	438,780	75	72	55.1
Virginia	1,016,400	816,240	80	78	66.3
West Virginia	512,300	394,890	77	74	60.5
East South Central	3,149,400	2,274,480	72	69	53.9
Alabama	831,700	616,560	74	71	55.3
Kentucky	824,000	603,010	73	70	57.1
Mississippi	557,600	339,340	61	57	37.9
Tennessee	936,100	715,570	76	73	59.6
West South Central	4,742,800	3,709,630	78	75	61.6
Arkansas	485,800	337,020	69	66	46
Louisiana	855,500	661,600	77	75	60.7
Oklahoma	678,400	545,010	80	78	66.6
Texas	2,723,100	2,166,000	80	77	63.8
WEST	8,320,200	7,031,790	85	83	66
Mountain	1,904,200	1,456,380	76	74	51.5
Arizona	331,900	270,070	81	79	57.7
Colorado	511,900	412,690	81	78	58.2
Idaho	184,300	137,360	75	72	50.4
Montana	212,100	131,280	62	58	31.6
Nevada	88,400	66,400	75	71	46.4
New Mexico	234,100	168,790	72	69	42.8
Utah	241,500	211,830	88	86	69.5
Wyoming	100,000	57,960	58	54	25.8
Pacific	6,416,000	5,575,410	87	85	70.4
California	4,929,000	4,368,640	89	87	73.7
Oregon	579,800	449,580	78	75	53.1
Washington	907,200	757,190	83	81	64.7

Note—Total homes for the spring of 1959 are estimates by *Sales Management*. Tv homes were derived by Nielsen by the application of growth rates since the spring of 1958 in terms of changes in total homes and of tv ownership penetration patterns. Tv ownership per cents are Nielsen estimates based on studies of trends in the acquisition of television by area and county size. Growth in television ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of tv, county by county. The rate of change for individual counties has been based on average growth rates for counties of similar characteristics. State and broad geographic area estimates are given here; the county by county figures are being sent to clients, but they are not available for publication yet.

People Take Lots of Pills, 'Drug Topics' Survey Shows

Pharmacists filled 655,110,000 prescriptions in 1958, compared to 641,330,000 in 1957, according to the 20th annual prescription survey conducted by *Drug Topics*. The survey also shows that the average cost of a prescription rose last year from $2.64 to $2.78. Independent drug stores now do 68.7% of the nation's prescription drug volume.

La Rosa Adds Three

Three new frozen foods—cheese ravioli in sauce, meat ravioli in sauce and baked elbow macaroni casserole—have been added to the Italian specialties line of V. La Rosa & Sons, New York. Introduction is backed by television, radio, newspaper and point of sale advertising. Hicks & Greist, New York, is the agency.

ANTI-INFLATION DRIVE—*American Iron & Steel Institute has launched a campaign to continue through June against the dangers of inflation. It is using 1,000-line ads every two weeks in 400 newspapers in 28 states. Hill & Knowlton is handling.*

Parker Pen Adds Sales Unit

Parker Pen Co., Janesville, Wis., has organized a new sales group to concentrate on premium, industrial and advertising specialty sales. Headed by Russell A. Livingston, premium-industrial sales manager, the new sales force will be composed of five men strategically located throughout the U.S.

Wollman Joins Mogul, Lewin

Michael Wollman, formerly an art director with Lennen & Newell, has joined Mogul, Lewin, Williams & Saylor, New York, as art group supervisor.

Let it snow-Let it snow
LET IT SNOW!

Thousands of requests for media-prepared market data pieces will shortly blow in on us—**which means that thousands of important eyes will take in your media or service ad in this famous issue—**

coming up
APRIL 20
12th ANNUAL
MARKET DATA ISSUE
of Advertising Age
AD CLOSING—APRIL 8

TUCSON

1958 ROP COLOR LINEAGE*
OVER 1,850,000 LINES
First 2 months of 1959 ROP COLOR UP 20% over same period 1958.
*STAR AND CITIZEN

The Arizona Daily Star MORNING & SUNDAY
Tucson Daily Citizen EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

IF YOU WANT TO COVER ARIZONA, THE STAR & CITIZEN ARE A *MUST!*

Coming Conventions

*Indicates first listing in this column.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

*April 2-3. Life Insurance Advertisers Assn., eastern round table, Barbizon Plaza, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

*April 7. Premium Advertising Assn. of America, Premium Advertising Conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

*April 9-11. Mutual Advertising Agency Network, workshop and business meeting, Bismarck Hotel, Chicago.

April 10-11. West Virginia Broadcasters Assn., annual spring meeting, Press Club, Charleston.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

*April 16-17. Life Insurance Advertisers Assn., north central round table, Netherland Hilton Hotel, Cincinnati.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-24. Assn. of National Advertisers, workshop on planning and controlling advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 23-25. Western States Advertising Agencies Assn., 9th annual conference, Oasis Hotel, Palm Springs, Cal.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

*May 10-12. Life Insurance Advertisers Assn., southern round table, Dinkler Plaza Hotel, Atlanta.

*May 14. University of Michigan advertising conference, sponsored by the university's department's of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter, conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

*May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

*May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

*Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

*Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

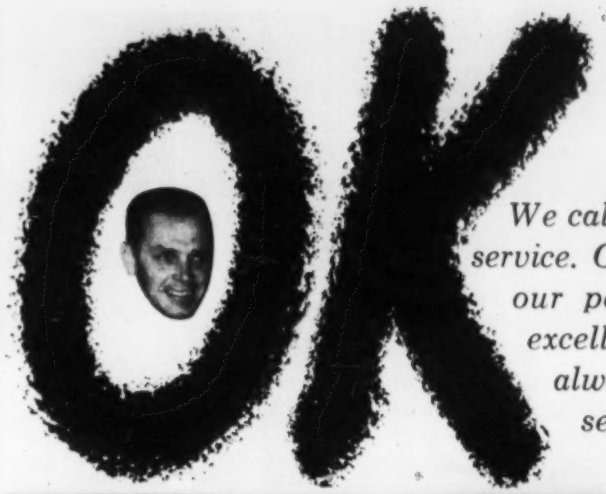
Nov. 23-24. National Business Publications, Chicago Regional Conference, Drake Hotel, Chicago.

Rigas, Fitz Maurice Co. Bows

The corporate name of Alexander G. Rigas Inc., Newark agency, has been changed to Rigas, Fitz Maurice & Co. Donald J. Fitz Maurice, former New Jersey assemblyman, has joined the agency as a partner and exec vp.

Colorado Fuel Boosts Brown

Robert W. Brown has been promoted from eastern division advertising manager, to assistant director of advertising of the Colorado Fuel & Iron Corp., New York.



We call it our "keep 'em smiling" service. Our clients, bless 'em, rate our performance "consistently excellent" . . . give us a fast OK, always! This type of engraving service can benefit you, too.

washington PHOTO ENGRAVING COMPANY R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

Low costs are a feature story... on Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 10 lb. package)	AIR EXPRESS Miles	AIR EXPRESS Cost	YOU SAVE
LOUISVILLE to PHILADELPHIA	589	$3.78	$1.37 to $7.94
MILWAUKEE to NEW ORLEANS	940	4.74	1.00 to 9.65
BOSTON to JACKSONVILLE	1023	5.06	.68 to 9.33
DETROIT to HOUSTON	1121	5.38	1.13 to 9.94

Apply these typical examples to your shipping problems

Deadlines on publications wait for no man—or advertisement. So ad agencies depend on Air Express to speed material on time—and at low cost!... Air Express, symbolized by the big "X," offers *you* the same features of speed and economy no matter what you make. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

BACON'S CLIPPING BUREAU
WAbash 2-8414

Consolidated Sun Ray Buys Two New Radio Stations

Consolidated Sun Ray, Philadelphia, has purchased two radio stations, WSAI, Cincinnati, and WALT, Tampa. Both buys are subject to approval by Federal Communications Commission. Consolidated bought WSAI for $1,500,000 and WALT for $300,000.

William B. Caskey, exec vp of WPEN and a director of Consolidated Sun Ray, will be responsible for operations of the two stations. Frank Knorr Jr. will head WALT locally.

Brown & Boveri Names Tandy

Brown & Boveri Corp., New York power equipment manufacturer, has named Tandy Advertising, Pittsburgh, to handle its U.S. advertising.

Sargent Mullen Sandage Young Norris Watters McClure

AD CONFREERES CONFER—*On a visit to the University of Illinois, James Webb Young conferred with C. H. Sandage, head of the advertising faculty, and members of the faculty: Hugh Sargent, James Mullen, Vincent P. Norris, Robert Watters and Leslie McClure.*

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

'Editorial Guts,' Not Whether It's Free or Paid, Tells Business Paper's Value: Hobbins

NEW YORK, March 24—"It doesn't make a damn bit of difference to a reader whether a publication's circulation is all paid or all free, partly paid or partly free," according to Joseph F. Hobbins, advertising manager of Anaconda Co.

Mr. Hobbins, former board chairman of Business Publications Audit, made the statement to the Eastern t.f. Club last week. The club is a group of business paper space salesmen.

"What matters is whether a publication's editorial captivates the reader, whether the guy is all wrapped up in it," he said.

The key is what the reader gets out of the editorial matter, not what he gets out of the advertising, he said.

"This is what we call editorial value or editorial guts," he said.

If a publication has this editorial captivation for the recipient, he said, then the next question for the advertiser is: "Does its circulation contain enough of the right kind of people to justify the cost of advertising in it?"

■ Anaconda, he said, last year faced the unpleasant reality of major advertising budget cuts. It sliced its institutional advertising from management publications, but continued its full business paper space program. Anaconda's advertising space budget last year was $1,000,000. #

Four Companies Sign Nielsen as Coupon Redeemer

Lever Bros. Co. has authorized Nielsen Coupon Clearing House retailer service to pay its member stores for coupons issued by Lever, effective immediately. In NCCH custom service, Beacon Wax Co., Fairmont Foods and Penick & Ford engaged Nielsen as redemption agent for all coupons submitted by dealers throughout the U.S.

Advertising Age's **MARKET DATA ISSUE**
—Media Promotion Hit of the Year

72,686
requests for
media-market
information
(1958 issue record)
Available Market Data Section
Advertising Age
Map Steps to Speed Reports on 1958 Census
End of Artificial Barriers, Tax Cut Can Stop Recession: Johnson
11th Annual Listing of Available Market Data Offered to 'AA' Readers
INFLATION TRENDS

★ To be published: **APRIL 20**
★ Ad copy deadline: **APRIL 8**
★ *Reserve your space* ***NOW!***

Spot Radio Billings in 134 Markets

Source: Adam Young Inc. estimates of 1958 expenditures in 134 multi-station markets

1. New York	$21,430,000	68. Albuquerque	400,000
2. Chicago	10,775,000	69. Knoxville	395,000
3. Los Angeles	6,700,000	70. Scranton-Wilkes Barre	390,000
4. Detroit	5,750,000	71. Corpus Christi	375,000
5. Philadelphia	4,900,000	72. Davenport	370,000
6. Boston	4,295,000	73. Peoria	335,000
7. San Francisco	4,120,000	74. Akron	330,000
8. St. Louis	3,740,000	75. Harrisburg	315,000
9. Washington	3,055,000	76. Canton	305,000
10. Pittsburgh	2,790,000	77. Flint	270,000
11. Cincinnati	2,720,000	78. Charleston, W. Va.	265,000
12. Cleveland	2,680,000	78. Portland, Me.	265,000
13. Minneapolis	2,630,000	78. Holyoke	265,000
14. Dallas-Ft. Worth	2,400,000	81. Duluth	260,000
15. Kansas City	2,075,000	82. Allentown	250,000
16. Hartford	1,790,000	83. Montgomery	230,000
17. Baltimore	1,780,000	84. Austin	225,000
18. Houston-Galveston	1,735,000	84. Jackson, Miss.	225,000
19. Buffalo	1,720,000	86. Greenville, S. C.	220,000
20. Indianapolis	1,600,000	87. Amarillo	215,000
21. Atlanta	1,580,000	87. Columbia, S. C.	215,000
22. Seattle	1,545,000	89. South Bend	210,000
23. Des Moines	1,395,000	90. Madison	205,000
23. Milwaukee	1,395,000	90. Roanoke	205,000
25. Miami	1,325,000	92. El Paso	200,000
26. Denver	1,315,000	92. Stockton	200,000
27. Albany	1,280,000	94. Chattanooga	195,000
28. Memphis	1,265,000	94. Huntington	195,000
29. Providence	1,235,000	94. Tucson	195,000
30. New Orleans	1,170,000	94. Utica-Rome	195,000
31. Columbus, Ohio	1,150,000	94. Wilmington, Del.	195,000
32. Portland, Ore.	1,120,000	99. Binghamton	185,000
33. Omaha	1,105,000	99. Greensboro	185,000
34. San Antonio	1,025,000	99. Mobile	185,000
35. Rochester	975,000	102. Macon	180,000
35. San Diego	975,000	103. Baton Rouge	175,000
37. Nashville	955,000	103. Savannah	175,000
38. Louisville	935,000	103. Springfield, Mo.	175,000
39. Oklahoma City	875,000	106. Evansville	170,000
39. Richmond	875,000	106. St. Joseph	170,000
41. Tulsa	855,000	106. Wichita Falls	170,000
42. Charlotte	830,000	109. Charleston, S. C.	165,000
43. Cedar Rapids	765,000	109. San Bernardino	165,000
44. Toledo	760,000	111. Erie	160,000
45. Syracuse	745,000	112. Winston-Salem	155,000
46. Tampa-St. Petersburg	725,000	113. Augusta	150,000
47. Raleigh	695,000	113. Green Bay	150,000
48. Sacramento	690,000	113. Springfield, Ill.	150,000
49. Norfolk	620,000	116. Reading	145,000
50. Birmingham	580,000	116. San Jose	145,000
51. Shreveport	570,000	116. Trenton	145,000
52. Dayton	564,000	116. York	145,000
53. Jacksonville	550,000	120. Saginaw	135,000
53. Spokane	550,000	121. Columbus, Ga.	130,000
53. Worcester	550,000	121. Johnstown	130,000
56. Fresno	545,000	123. Manchester	125,000
57. Fort Wayne	525,000	124. Durham	120,000
58. Youngstown	510,000	125. Lubbock	115,000
59. Wheeling-Steubenville	490,000	126. Sioux City	100,000
60. Salt Lake City	485,000	127. Beaumont	90,000
60. Wichita	485,000	127. Sioux Falls	90,000
62. Grand Rapids	475,000	129. Asheville	80,000
63. New Haven	445,000	129. Atlantic City	80,000
63. Topeka	445,000	131. Pueblo	75,000
65. Honolulu	435,000	132. Altoona	65,000
66. Little Rock	415,000	132. Tacoma	65,000
66. Phoenix	415,000	134. Waterbury	60,000

AFA to Hold Creative Conference at Missouri

The Advertising Federation of America and the University of Missouri school of journalism will sponsor a creative conference at the school April 10. Participants will include David Bascom, Guild, Bascom & Bonfigli, San Francisco; Bryan Houston, Bryan Houston Inc., New York; Ted Lord, Daniel Starch & Staff, Mamaroneck, N. Y., and Olive Plunkett, Batten, Barton, Durstine & Osborn, New York.

Morris Jacobs, chairman of Bozell & Jacobs, is chairman of the event, which is part of the 50th anniversary celebration of the school, with C. James Proud, AFA president, and Milton E. Gross, professor of advertising at the school, as co-chairman.

Manhattan Shirt Names Younger Ad Director

Manhattan Shirt Co., New York, has appointed Eric Younger director of advertising, succeeding John M. Weiler, who has resigned as vp in charge of advertising. Mr. Younger was West Coast sales manager and before that, sales promotion manager. Arthur J. Strauss continues as advertising manager and assumes additional sales promotion duties.

Mr. Weiler, a descendant of Manhattan's founder, has been with the company since 1950. He continues as a director. The company has been reported negotiating for a possible sale.

2 More Ad Tax Bills Dead

In Michigan, a proposal intended to extend the state's gross receipts tax to include advertising, but never introduced in the legislature, has been dropped by its proponents for this session, according to information received this week by Advertising Federation of America. It also has been reported that an ad tax proposal in South Dakota never was introduced in the legislature, which has adjourned.

Lorne Heads McCann, London

Peter V. Lorne, veteran British adman, has been appointed managing director of McCann-Erickson's London office. In British companies the managing director is normally the chief executive officer. Mr. Lorne joined McCann's London office in 1954. William E. McKeachie, who has been both chairman and managing director, will continue as chairman.

TWO IN LIFE—*These two ads for the National Lumber Manufacturers Assn. are the first and second in a series of four-color pages in the March 23 and April 27 Life. VanSant, Dugdale & Co., Baltimore, is the agency.*

P. O. Machines to Ban Outsize Mail —but Not Till '61

(Continued from Page 1)

passed by Congress last year calling on the department to study the need for size standards.

In 20 years, the department's annual load has jumped from 26 billion pieces in 1938 to 60 billion pieces in 1958. Most major "gateway" post offices are to be mechanized in the next four years in an effort to prevent service breakdowns as the load continues to increase.

Restrictions on mail sizes, including the complete elimination of odd-shape and odd-size materials which are costly to handle either by machine or by hand will be necessary, the department contends, because individual facing, canceling and sorting will become excessively burdensome in the mass operation post office of the future.

■ According to Mr. Sessions, studies by the department and commercial contractors who participated in the project show that 95% of the first and third class mail load falls into the 3x5" to 6x12" size classes which are easily handled in newly developed mail processing equipment.

Only .4 of the total volume is under 2¾x4", and subject to the minimum size rule which was to be effective July 1. On the other hand, he pointed out, 4.6% of the load is in the 2¾x4" to 3x5" size group permissible under the July 1 regulation, but impractical for machine processing.

"We intend, therefore, that effective July 1, 1961, the department by regulation will no longer accept letter mail which is less than 3" in one dimension or 5" in the other," he said. "And since this 3x5" size overrules the 2¾x4" minimum size now proposed by regulation to be eliminated after July 1, 1959, the department plans to postpone until July 1, 1961 the effective date of the regulation as it applies to minimum sizes of mail for domestic delivery."

■ When the new standards are issued for July 1, 1961 they will deal with more than minimum size, Mr. Sessions said. Since large envelopes cannot be conveniently handled in automatic equipment the new arrangements will probably involve higher rates for envelopes which are more than 5¾x11½", he said.

Square envelopes, and others which are not distinctively rectangular (at least a ⅜" longer in one dimension than another) will also be eliminated because they confuse the automatic cancelling machines.

Also on the proscribed list as it stands now are all odd-shaped mailing pieces, such as triangles, wedges, octagons and special items such as those shaped like automobiles. While they constitute only .01% of the volume, Mr. Sessions reported they are "so troublesome to handle either by machine or by hand that we intend that the department by regulation declares pieces with shapes other than rectangular to be non mailable after July 1, 1961."

■ His report said there are still other concessions to the machines which will be necessary, but which involve further study. All envelopes (including third class) will have to be sealed to avoid "ballooning" which damages the mail, and jams the machinery.

Double postcards and self-mailers will have to be sealed on all four corners. Special rules are likely dealing with location of windows, weight and resistance of paper stock under machine stress, the use of material other than paper envelope containing humps and bulges, and color relationships of envelopes to stamps and meter marks. A maximum thickness of ¼" is contemplated on first and third class mail which fall within the machineable sizes.

Most of the rules will be issued administratively by the department, Mr. Sessions said. In addition, however, there will be a plan sent to Congress early in 1961 to establish special rates for certain "non-machineable" mail which the department is willing to handle on a hand-processing basis.

■ In the next two years, Mr. Sessions said, the Post Office will learn more about the cost and special problems involved in machine processing. Meanwhile, he noted, mail users now have "a suitable period" for public consideration of the problem, "and for adjustment of inventories, production, and other market operations." #

'Good House' Moves from Grey to Ellington; 'Redbook' Bumped

Good Housekeeping, said to bill about $500,000, has moved its account from Grey Advertising Agency to Ellington & Co., New York, effective July 1. At the same time *Redbook*, at Ellington since 1951, said it will screen agencies to service its $200,000 account because of an account conflict caused by *Good Housekeeping's* move to the Ellington agency.

CAB Elects Neill President

At the Toronto annual meeting of the Canadian Assn. of Broadcasters D. M. Neill, CFNB, Fredericton, N.B., was elected president; M. T. Brown, CFPL, London, Ont., vp of radio, and Tom Benham, CKRS-TV, Jonquiere, Que., vp of tv.

'Life' Launches Continuous Study of Buying Habits

60 'Amateur' Housewife Interviewers in Six Key Cities Mobilized for Study

NEW YORK, March 24—A permanent research project—designed to answer questions on consumer buying habits not usually asked in regular market studies—has been set by *Life* in six key markets.

Tagged the "*Life* marketing laboratory," the project consists of weekly studies by 60 housewives who gather data on why people buy and use certain products. Information collected by the women, who are not professional interviewers, is later correlated by *Life's* marketing and merchandising experts for distribution to *Life* staffers, advertisers and agencies.

The permanent panel technique of in-store observation and depth interviews is currently functioning in Hartford, Westchester, Long Island, Atlanta, Chicago and Los Angeles.

■ In its announcement, *Life* said the technique of interviews by housewives grew out of its study of consumer expenditures, launched in 1956 to provide year-around data on dollar expenditures of thousands of consumers and households. *Life* said this study, however, did not attempt to cover "little-known" marketing areas of why people buy certain types and brands of merchandise or on what basis they select retail centers in which to make purchases.

To obtain this kind of information, *Life's* panel of housewives handles three types of assignments.

1. In-use testing of products in their own homes, on their own families and with friends and neighbors.

2. Study and evaluation at the retail level of product pricing, display, location, recognition value, competitive activity and other factors involved at the retail level.

3. Through interviews with other housewives and consumers, record attitudes, opinions, motivations, impressions and values of the product or category (cosmetics, drugs, food, etc.) in question.

Once the information is collected via phone or personal interviews, the panelists meet with a *Life* marketing specialist to trade notes on individual findings, opinions and attitudes. Tape recordings of the panel sessions, held separately in the six market areas, are then analyzed and a detailed report is prepared either for general trade consumption or for specific clients interested in how certain brands or categories register with the consumer.

■ The market lab is "designed to produce ideas, to explore hypotheses, and to point directions toward further investigations, and is not designed to produce quantified facts and figures from which regional or national projections can be made and is an exploratory technique, not a market research technique."

While *Life* said results of each survey will be released free to the trade (advertisers, agencies, manufacturers), brand names will not be identified in the public report. Clients interested in utilizing the interview technique can sign up for so-called "piggy-back" surveys, conducted by interviewers at the time of the regular *Life* survey. Cost to these clients will be $3,000, *Life* said. #

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I'm H.L., Ad Man! . . Creator of Ideas that sell. 9 yrs. retail, mfg., agency; copy, layout, production. Tops in tires, appliances, auto products, beverages. Work best under pressure. Age 31, college, art trained. Samples worth a thousand words.

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Publishers representatives wanted for Southern states and also for Europe. Electronic or technical background helpful. Write, giving complete resume.

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FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000. Terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

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ZINC, LINE, HALFTONE, CUTS

(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

FREE WRITERS CATALOGUE giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

COPY WRITER WANTED

by medium-size New York agency. Must be experienced and versatile. Send résumé, salary expected, to "copy chief", Box 466, Advertising Age, 630 Third Ave., New York 17, N. Y. Our people know of this ad.

Fine, Fast, Fairly Priced Photography

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127 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Ford, Olds Dealers Fined $106,000 in D.C. Pricing Case

WASHINGTON, March 24—Federal Judge Joseph R. Jackson today slapped fines totaling $106,750 on 27 local Oldsmobile and Ford dealers who had been accused of engaging in a price packing conspiracy.

The size of the fines came as a surprise in view of Judge Jackson's comment last month that he did not regard the price packing case as "the most important event" on his calendar.

Despite protests from the Department of Justice, the judge had permitted the Oldsmobile and Ford dealers to plead *nolo contendere*. Previously he fined 14 Chevrolet dealers $32,000 after they pleaded guilty to similar "price packing" charges.

His action today involved fines of $4,500 each for 15 Ford dealers and $3,500 each for 10 Oldsmobile dealers. Another Ford dealer was fined $3,500 and one Oldsmobile dealer $750. Cases are still pending against the Ford Motor Co., and against one Ford dealer, which have requested trials.

MR. PUBLISHER
Are you looking for
Ad Space Salesman
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Our 48th Year

MERCHANDISING MGR., pkg. goods. Mfr. exper. essential, agency exper. a plus. Some sls. desirable. A marketer!	to $18M
PRODUCT MGR., pkg. goods. Growth spot for a comer in mktg. looking for a higher rung—now.	14M
PRODUCT MGR., pkg. goods. Should have everything the above two have except as much experience.	10-12M

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Don Harris, Dir. Adv. Div.
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A.E. to 30 food b/g	9-15M
PROM. MGR. Gov. cont. fee pd.	10-15M
COPY CHIEF auto exp.	12-18M
ART DIRECTOR hi fashion	8-9M
AD. ASST. (3) Ind. mfg.	5-6M
SALES PROM. distr.	9-10M

Send complete resumes to us for confidential handling
212 South 7th Street, Minneapolis, Minn.

PUBLICATIONS OUT OF THE WEST COAST

Business, professional, hobby and special interest publications—both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives.

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(Bill Bowen), 4041 Marlton Ave.,
Los Angeles 8, Calif., AXminster 2-0287

8,000 DOCTORS READ the BULLETIN of the LOS ANGELES COUNTY MEDICAL ASSOCIATION
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ETHYL'S MAGIC FASHION CIRCLE—*Ethyl Corp. claims a first in the petroleum business with a seven-page b&w insertion appearing in April Charm promoting itself and Cohama travel fabrics featured by Saks Fifth Avenue. The promotion will be featured in windows of 16 Saks branches across the country while Charm uses an 11-page editorial travel feature. The program was created by Chernow Advertising in conjunction with Young & Rubicam, the Ethyl agency. The first two of the pages in the spread are shown above.*

Key Related-Foods Push to Retailer's Profit, Not Consumer Use, King Urges

(*Continued from Page 2*)

such tied-in but not closely related items is the over-all theme technique, pointing to a season or other general theme, he said.

■ The kind of in-store product promotion material that interests retailers most, Mr. King said, is the kind that sets up a storewide general promotion.

He cited as an example a Budweiser beer point of purchase display urging shoppers to pick a pair of six packs. In addition, Budweiser supplied retailers with "Pick a pair" signs with no mention of the beer, that could be used throughout the store to promote any merchandise the retailers chose. Mr. King lauded the Budweiser technique as an example of unselfish product promotion that impresses retailers immensely.

By way of general advice on related food item promotions, Mr. King urged admen to familiarize themselves with food item markup trends, learn which foods are priced to stimulate buying and which ones ring up profits.

■ A growing trend toward more elaborate in-store point of purchase material—spectaculars, animated and talking displays, sampling displays, even displays with hula girls—was depicted by Val S. Bauman, president of National Tea Co., Chicago.

Mr. Bauman emphasized that spectacular promotion pieces or special sales events should accompany a food manufacturer's request for off-location secondary displays. Requests for such extra display space is on the upswing lately, he noted.

Extra display space must be cautiously allocated by the retailer, Mr. Bauman pointed out. As it is, he said, stores as a rule have only 10 or 15 display spaces (such as gondola ends) and the average store can't in a year feature more than 10% of the 5,000 or more items that food stores now carry.

Since display space is so restricted, he said, the retailer must make certain that these spaces produce the greatest possible sales gain for the store, hence do the most to stimulate general buying in the store.

■ The same point was emphasized by Herbert T. Webb, president of the Red & White Corp.

"In our opinion," he said, "a manufacturer who creates a complete storewide selling event using his product as the focal point will have greater opportunities for acceptance of his advertising plans by the independent and corporate supermarket than the manufacturer who is striving only to make a small impression at the point of purchase with a small shelf strip or display card."

■ All POPAI officers were reelected at the meeting. Six new directors named are Richard H. Dickson Jr., Indiana Wire & Specialty Co., Indianapolis; Robert Kayton, Robert Kayton Associates, New York; Howard Stumpf Jr., Hinde & Dauch division, West Virginia Pulp & Paper Co., Cincinnati; Walter Newmann, Rapid Mounting & Finishing Co., Chicago; Arthur E. Eisberg, Industrial Lithographing Co., New York, and Howard D. Schwartz, Neon Products Co., Lima, O. #

Function of Ads Still Needs Stress, Williams Tells Adclub

LOS ANGELES, March 25—The advertising business must pool its resources to create a wider understanding of its economic function and basic values as a constructive factor in the country's economic development, Leo Williams, chairman of Associated Business Publications and advertising director of *Home Furnishings Daily*, told the Los Angeles Advertising Club today.

Many business executives—"the purse string holders," Mr. Williams said—"still don't understand what advertising is. A major reason for this," he said, "is that advertising media have been selling the sizzle instead of the steak."

Noting that advertising media are adept in the competitive battle for advertising dollars, Mr. Williams said that too little is being done by the advertising business, or by any medium, to sell the values and purpose of advertising *per se*.

Pointing out that America's capacity to produce may have outstripped its capacity to consume, Mr. Williams stressed that "this is advertising's challenge—to impress upon the producers of goods that advertising can help increase consumption by producing more sales." #

Schenley to Emphasize Bourbon, Use Women in Ads of All Brands: Stricker

(*Continued from Page 3*)

considered, despite the recent reorganization of the company's sales units (AA, Jan. 19).

- Schenley will use women in its advertising for all of its products.
- Advertising for several brands will be changed, notably for I. W. Harper, O. F. C. Canadian, and Ancient Age whiskies.
- Greater emphasis will be given to promoting bourbon in eastern markets.
- Stronger selling ads will be used.
- Campaigns that don't produce sales will be killed.
- Campaigns will be watched closely to prevent over-advertising.

■ "There is such a thing as over-advertising," Mr. Stricker explained. "I think the automobile industry is an instance. Advertising alone cannot change a sales trend. Many other factors are involved.

"First you have to have a quality product, a product that not only has quality *per se*, but which qualifies as suitable for a specific market or number of markets. That's why I say advertising is an integral part of the marketing picture. You have to know your markets, your product, and the potentials of a specific product in a specific market at a specific time. This requires an advertiser to plan his advertising in accordance with the prevailing conditions.

"Advertising just to keep your name in the paper, so to speak, isn't my idea of functional advertising. Advertising has to pay off," Mr. Stricker said, "or it isn't doing what it's intended to do."

■ Mr. Stricker's opinions reflect his earlier experience in sales. A native of Cincinnati, he was graduated from Stanford University and the law college of the University of Cincinnati. He joined Schenley in 1948 in St. Louis. In 1950-51 he served as Kentucky state manager for the Melrose division.

In 1952 he came to New York to handle sales for James E. Pepper bourbon. In '55 he was named a vp of Schenley Distillers Co., and in '56 became president of the I. W. Harper-Ancient Age Distillers Co., when that division was created as a major sales arm of the parent company.

He was named director of advertising of Schenley Industries in January, at the time of the reorganization of the various sales divisions.

■ Mr. Stricker said he believes women belong in liquor advertising. But he emphasized that women will not be used in Schenley ads "unless they fit in naturally, appropriately and in good taste. We don't want women in our ads just because it is now permissible to use them. We want them in our ads because they belong, because they influence sales, because they buy and use our products.

"But I don't think we will show them drinking or holding drinks, because at this stage it might offend the sensibilities of some people," he added.

■ On changes that will be made in the advertising of several brands, Mr. Stricker said that the familiar figure of the man in frock coat with cane akimbo, tipping his hat, which has been traditional in I. W. Harper advertising almost since its inception, will be subordinated, and big modern photographs will be used to accentuate Schenley's belief that the trend in whisky is toward bourbon.

Ads for O. F. C. Canadian will use big impact pictures to ask and answer the question, "What is O. F. C.?" "Nobody really knows the brand," Mr. Stricker said. "Our problem is to make the brand widely known and widely used."

Ancient Age bourbon will use more magazine advertising, he said. As a result of local newspaper advertising the brand's sales have climbed, and newspapers will continue to be used. But "impact ads in color in magazines will carry the main load this year, supplemented by larger use of outdoor posters in selected markets," he said.

■ A good deal of Schenley's advertising this year will back up the Bourbon Institute campaign to promote bourbon sales in eastern markets. One of the slogans being used in I. W. Harper ads asks, "Is your liquor cabinet as up to date as your record cabinet?" Another asks, "Is it true what they say about bourbon?" Still another refers to the "bourbon restoration," and points out that "all at once, bourbon is the smartest drink in town."

But "irrespective of how effective a campaign may be because of its copy, artwork, general impact, or anything else, if it doesn't help increase sales it will be given short shrift," Mr. Stricker said. #

Lebherz Joins Client

William H. Lebherz Jr., vp, treasurer, board member and account executive of Emery Advertising Corp., Baltimore, has resigned from the agency to become marketing director of Ox Fibre Brush Co., Frederick, Md., one of his accounts.

Tom Jones Named VP

Getz & Sandborg Advertising, Beverly Hills, has named Tom Jones, account supervisor, a vp.

How to knock on the doors of over 158,000 advertising and marketing executives

...FOR AS LOW AS $5 PER WEEK

Amazing, but true — you can do it with a classified ad in Advertising Age. Minimum charge $5. Ad Age is read each week by over 158,000 top marketing men — men with the authority to buy or sell immediately as they see fit. Your ad gets *fast* action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Zone_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

Merger-Formed Adams & Keyes to Bill $16,000,000

(Continued from Page 1)

Burke Dowling Adams name.

Burke Dowling Adams, the aircraft engineer who founded his agency in Montclair, N. J., 20 years ago, will continue to be headquartered in Atlanta and will be president of Adams & Keyes.

■ Stanley J. Keyes Jr., who joined the late Maubert St. Georges to organize a new agency in 1939 (both had been account executives at Erwin, Wasey & Co.), will be board chairman of Adams & Keyes, with headquarters in New York.

Edward C. Hoffman, who joined BDA shortly after the agency was

Edward Hoffman

Thomas Dixcy

founded, will be exec vp of the new shop in New York. Thomas Dixcy, who joined Mr. Adams in opening the agency, will be senior vp and secretary, also in New York.

Alfred A. Anthony, who joined St. Georges & Keyes shortly after it was founded, will be senior vp and creative director of Adams & Keyes. And Jack Hardy, another BDA veteran, will be senior vp and general manager—in New York.

Alfred Anthony

Three New York-based vps will be James H. Cobb (BDA), James J. Freeman (St. Georges) and Thomas A. Gullette (BDA). There will be two vps in the Los Angeles office—William D. Sloan and Robert J. Black.

■ The two shops fit together rather well. Both have had considerable background in industrial advertising, with a good sprinkling of consumer accounts.

Each shop still holds the business with which it opened—Curtiss-Wright Corp. at BDA and Revere Copper & Brass at St. Georges & Keyes.

BDA has been heavy in aviation and travel—Delta Airlines, Scandinavian Airlines System, Varig Airlines and the republics of Panama and Haiti. St. Georges & Keyes has home furnishings, housewares, travel and automobile business—American Furniture Co., Revere Ware, Swiss national tourist offices, Ethiopian Airlines and Fiat Motor Co. St. Georges & Keyes also boasts three chemical accounts—Dearborn, Geigy and Stauffer.

There is only one possible conflict—Benrus' Sovereign line, at BDA, and Croton watch at St. Georges & Keyes. The two watches are at opposite ends of the price scale. As one BDA executive said today, "One [Croton] is sold at Tiffany's and the other is sold at Woolworth's, so there isn't much of a conflict."

■ St. Georges & Keyes acquired a Chicago office in 1956 by absorbing 29-year-old K. E. Shepard Inc. This office will be useful in servicing Delta, which flies out of Chicago.

Burke Dowling Adams became the "Cinderella" agency of 1957, when its oldest client, Curtiss-Wright, helped move the big Studebaker-Packard account into the agency. In one year the agency doubled its volume, moving from $8,000,000 to $17,500,000. The Studebaker account left last summer, when Curtiss-Wright and Studebaker-Packard ended their management agreement.

BDA has pulled off three small mergers in the past four years. It absorbed the Freitag and Allison agencies in the South, and it took over the West Coast office of Roy S. Durstine Inc. #

FTC Accepts Consent Order on Ratke Reducer Ads

WASHINGTON, March 27—The Federal Trade Commission today settled for a consent order in the first of its cases involving six separate companies controlled by David L. Ratke, New York agency executive.

In today's order, Staz-Set Inc. and its officers, David Ratke and Herman Liebenson, are prohibited from claiming that U. S. public health authorities approve or endorse 7-Day Reducer as a weight reducer, or that the product will enable obese persons to lose weight while continuing to eat the same kinds and amounts of food.

The order also applies to Parker Advertising, an agency controlled by Mr. Ratke.

Under FTC's consent order system, the order is for settlement purposes only and does not constitute an admission by the respondent that he violated the law.

■ Still pending against Mr. Ratke are a number of other FTC complaints issued against his enterprises last October and November. Among them are complaints against (1) I. G. Chemical Co. for claiming, among other things, that Green Plasma is used to keep the White House lawn green; (2) Comstock Chemical Co., for Roll-A-Shine polishing mitt; and (3) L&D Automotive Products and Biotex Inc., for claims for a battery additive called, among other things, Voltex.

FTC is a latecomer on the Ratke scene. Last year another Ratke property, Borg-Johnson Electronics, was hit with a postal fraud order for offering simple crystal radio sets as "electronic miracle pocket portables for $4.95." #

Hardesty Joins Media Broker

John F. Hardesty has resigned as vp and general manager of the Radio Advertising Bureau, New York, to become vp and a partner of Hamilton, Stubblefield, Twining & Associates, Chicago, broker for radio-tv stations and newspapers. Mr. Hardesty, who was with Westinghouse Broadcasting Co. before he returned to RAB in January, 1956, will have his headquarters in San Francisco, handle the sale of media properties in Alaska, Hawaii and 11 western states. RAB has not announced a replacement for Mr. Hardesty, who will leave May 15.

Chase Leaves McCann to Form PR Company

Howard Chase has resigned as president of Communications Counselors Inc., public relations division of McCann-Erickson, to open his own pr company, Howard Chase Associates, on April 13. Mr. Chase, formerly a partner in Selvage, Lee & Chase, joined McCann in 1955 and became head of CCI when it was incorporated in 1956.

Marion Harper Jr., president of McCann-Erickson, said Mr. Chase's successor will be announced "in the immediate future."

Bungert Romano Ditton Rohrsen

NO LITTLE JOB—*The Advertising Agency Production Men's Club of Chicago presented a case history of a Personal Products Co. ad from inception to final publication to the Gravure Technical Assn. convention in Chicago. A zig zag folder of tearsheets went completely around the meeting room. Unfolding it are Charles Bungert and Jack Ditton of Foote, Cone & Belding, Matty Romano of Triangle Publications, and Eldon Rohrsen, Tatham-Laird.*

Los Angeles Solons Praise Tidewater Anti-Smog Gas as Competition Boils

(Continued from Page 1)

considerably lower than the average of other major gasolines.

Mr. Griswold declined to comment about advertising or promotion claims or with respect to performance of the gas and its effect on engine maintenance because that is outside his province.

■ Mr. Griswold had in some measure contributed to controversy initially by refusing comment on the new gas at the time of the press conference, at which he was present. His attitude at that time might well be one of pique in not having previously been informed of the gas, which was a remarkably well-kept secret.

Ten days after the gasoline went on sale Tidewater executives made no secret of the fact that they are well pleased with sales results. But in an industry which they characterize as being "competitive as any" they decline to talk specifics. This makes it difficult to determine just how well the gasoline is doing, but there are indications substantial sales have been racked up.

The new gas is being supported by a substantial advertising campaign through Foote, Cone & Belding. Advertising kicked off with a one-hour tv special on 27 stations of the NBC-TV western network.

Twenty-nine major cities in the seven western states are getting heavy radio and tv spot schedules and the newspapers in these cities will carry a continuing campaign.

The newspaper campaign began March 16 with a page three-color insert in the five Los Angeles and Long Beach dailies and a two-color page in all other cities. Up to a No. 200 showing is being used in outdoor in 58 markets.

■ The first ad bannered the "Burns Clean" theme. The second ad, which ran this week, is heavy in copy to support the headline: "Facts about Flying A's new Anti-Smog Gasoline." In addition, copy promises these benefits: "Because this new gasoline burns clean it delivers increased power and mileage with less engine upkeep and repairs; it also helps prevent corrosion of mufflers, tail pipes and bumpers and the lower evaporation of new Flying A prevents vaporlock and contributes to better mileage."

As might be expected, news attention to the gasoline and claims made for it gradually died down. However, the subject got a new boost yesterday which will in effect assure public attention at least once every month.

This happened when Smog Chief Griswold reported to the Los Angeles county board of supervisors that a gasoline submitted by Standard Oil Co. has an even lower olefinic content than Tidewater's. Despite this the supervisors stuck with their attitude of last week praising Tidewater with being the first to score a significant advance in the fight against smog.

■ Said Supervisor Frank G. Bonnelli: "They spotlighted the fact that great hope lies in improvement of refining techniques which remove olefins." At the same meeting of the supervisors Mr. Griswold was directed to set up a monthly program of tests of gasoline with an award to be presented to the refinery whose premium and regular gasoline shows lowest olefin counts. The lower olefin gasolines of both Tidewater and Standard are premium grades.

The attitude of Mr. Bonnelli was that the supervisors are in no position to tell the public what gasolines they should buy but the tests will show which are most smog free.

■ Commenting on the board's finding regarding Standard Oil's gas, Anthony M. (Tony) Mattes, Standard's advertising manager, said:

"This is fine, but it's nothing new to us. We've been saying all along in our advertising that Standard gasoline burns clean."

Mr. Mattes also pointed out that "the reduction of the olefin content at the approach of summer is a practice that has been standard in the oil industry for many years. During the winter, when atmospheric conditions are different, the olefin content, of necessity, has to go up again.

"We're not going to take advantage, in our advertising, of something which we do as a normal activity every year," he told AA. "We don't intend to get into any sort of an argument with any of our competitors on this matter and we certainly will not utilize the Los Angeles action in our advertising."

Mr. Mattes made it clear, however, that Standard's position on the matter might conceivably change depending upon the course of action followed by competing oil companies. #

Petty Advertising Bows

Tully J. Petty Advertising, Fort Worth's newest agency, has been organized, at 609 Bailey. Tully J. Petty, president of the new agency, was formerly an account executive of Taylor-Norsworthy, Dallas.

TV Probe Set by House Small Business Unit

(Continued from Page 1)

that option time will be high on the list. He said it would not be fair at this time for him to identify himself with any point of view, but he has more than incidental knowledge of tv, having served (1) as a program director at KWTO, Springfield, Mo., (2) as an account executive with Gardner Advertising Co., St. Louis, and (3) as president of Brown Radio-TV Productions Inc.

The announcement said, "Any federal law or administrative regulation which has the effect of hampering small business growth or of giving unfair advantage to the largest business enterprise is of concern to our subcommittee.

■ "One of our first projects," it continued, "will be a thorough study of the television broadcasting industry to see if small business is getting a fair and reasonable opportunity to advertise in this medium under existing federal law."

To start with, the announcement said, the subcommittee staff will compile a survey of current time selling practices in the tv industry and will contact small businesses and agencies regarding their experience in purchasing tv.

■ Rep. Brown also stated that the subcommittee was familiar with materials already compiled by the FCC's network study group, and by the Celler committee and the Senate committee on interstate and foreign commerce.

"On the basis of these studies," the announcement said, "hearings will be scheduled and a report and recommendations compiled for the small business committee."

In addition to Rep. Brown, subcommittee members are Rep. Joe L. Evins (D., Tenn.), Rep. Sidney R. Yates (D., Ill.), Rep. Howard W. Robison (R., N. Y.) and Rep. William H. Avery (R., Kan.) #

FCC Okays Pay Television Tests for Single Markets

(Continued from Page 1)

ment in as many as three markets, the new plan limits each system to one market.

• Where the original plan did not preclude testing of two or more systems in any one market, the new plan specifies that no more than one system can be used in a particular market.

• The new plan specifies that there cannot be any charge for the equipment or its installation.

■ Testing is to be confined to markets which have at least four tv services available. While there are only 20 markets which have four or more stations, FCC emphasized that it is talking about services, not stations, and that the authorizations will not be limited to markets where four stations are physically located.

FCC said it is ready to start processing applications any time they come in. Initiative must come from a tv licensee or a permit holder. Among the material FCC will require is a copy of the contractual arrangement with the pay tv promoter. FCC said it will insist that stations retain control over programming, that they have a say about prices and that they continue to offer a variety of free programming in the non-test periods. #

On March 10, the California Public Utilities Commission handed down a 3 to 2 decision denying, for the most part, our applications to discontinue certain little used California passenger trains. This decision has refued some misunderstanding of our feelings about passenger train service. THE TRUTH IS...
WE WANT TO RUN PASSENGER TRAINS
We're in the business of running trains—both passenger and freight—and we expect to be running them for a long time to come. We want to make it very clear just how we feel about our passenger service.
1 We want to run passenger trains that you need and use. We welcome passenger business and we hope more people will ride our trains.
2 We want our passenger trains to be good trains. We think our passenger service is as good as any in the country...and we intend to keep it that way.
3 We feel, however, that it is only sensible to discontinue those trains which so few people use that the trains obviously are no longer needed.
ARE WE ACTING IN THE PUBLIC INTEREST?
Yes! Say these Commissioners...
Southern Pacific

REJOINDER—*Southern Pacific ran this page ad in California dailies to set forth the minority dissent by two members of the state public utilities commission. The railroad hopes this view will be shared by the Interstate Commerce Commission when it acts in the service cuts case in which the California body ruled against the railroad. Foote, Cone & Belding, San Francisco, is the agency.*

Ad Cuts Reflect Losses, Replies Southern Pacific

SP Says Its Ads in California Outweigh Those of Competitors

SAN FRANCISCO, March 27—The Southern Pacific, stung by charges in a California public utilities commission ruling that the railroad had failed to promote its passenger services with enough advertising, replied this week in two ways:

• It ran page ads in California dailies denying the commission's charge that the railroad was not interested in the passenger side of its business.

• Its ad manager, Albert L. Kohn, told ADVERTISING AGE that the road is "a strong believer in advertising" and "has spent millions for advertising" since the war.

■ "So far as advertising is concerned," Mr. Kohn said, "it is important to remember that railroad passenger business is unprofitable, and there is a great deal of difference between advertising a commodity or service that returns a profit and one that is sold at a loss.

"While Southern Pacific's advertising of passenger service was reduced following the shrinkage of its passenger business," he told ADVERTISING AGE, "the line will continue to promote those trains that are still popular and fill a real need.

"Within the state of California," Mr. Kohn said, "Southern Pacific's expenditures for advertising of its California intra-state trains were and are greater than similar expenditures of our railroad competitors. We know that we spend more money to promote services inside California because we have more of these services than the competition, which does very little advertising of its California services."

■ Mr. Kohn said that the railroad ran the ads citing the minority opinion of the commission because the minority "upheld our views and, as the dissenting opinion was released a week after the original three-to-two decision, it was obvious that the dissent would receive less press coverage."

He said the railroad in January had asked the Interstate Commerce Commission for relief in its request for service cuts denied by the California body and indicated that the ICC has the power to overrule the state utility commission following a hearing. #

Latham, Moir Join Grant in London in Research, TV Posts

LONDON, March 27—Top echelon marketing and tv personnel are among five new appointments made by the London office of Grant Advertising.

Joining Grant as marketing and research director and as a board member is Bernard Latham, until recently director of marketing and research at C. J. Lytle Ltd., a London agency. Also new on the marketing staff is Peter Clifford, formerly products manager with Johnson & Johnson, G. B. Ltd., and onetime marketing manager of William Pearson Ltd.

■ The agency's new director for tv is Gordon Moir, formerly tv manager of R.C.N. Ltd. He has been in advertising for the past ten years and has extensive background in tv production as well as tv campaign planning. Another newcomer on Grant's tv staff is John Ritchie.

The agency's new art director is Victor Caesari, whose background includes creative work with several London agencies. #

CBS Reports Best Year in '58; Sales, Profit Up

Columbia Broadcasting System, New York, had the best year in its history in 1958, Chairman William S. Paley has reported. He said '58 sales were $411,800,203, against $385,409,018 in 1957. Consolidated profits for the fiscal year of 1958 (53 weeks) totaled $24,428,812, compared to $22,193,367 in 1957 (52 weeks). Earnings per share went up to $3.10; the previous year's earnings were $2.81.

All the divisions of the company made money except CBS-Hytron, the tube and transistor manufacturing arm, which division operated at a "slight loss." The stations division increased its revenue by 18%; a part of this operation—CBS Films—reported a sales gain of 12%. The radio division operated at a profit, with revenue from the owned stations and the spot sales representative making up for the losses of the network, Mr. Paley said. CBS reiterated its intention to fight to stay in the station representation business despite government efforts to eliminate the networks from this field.

Last Minute News Flashes

Fleischmann's Margarine Set for N.Y. Debut

NEW YORK, March 27—Standard Brands will use newspapers and radio here early in April to introduce Fleischmann's Supreme margarine, made from corn oil. Introductory headlines for the 39¢ product read: "Greatest margarine discovery in 50 years. Made from 100% corn oil." Fleischmann's Supreme was introduced in Erie, Binghamton, Albany and Portland last August. Distribution is now general in the East, now extends as far west as Cleveland. Advertising is primarily in tv and newspapers. Ted Bates & Co. is the agency.

Detroit Dodge Dealers Select Grant

DETROIT, March 27—Dodge Dealers of Detroit has chosen Grant Advertising to handle its advertising, which will bill an estimated $300,000. The Dodge dealers, newly organized for group advertising, heard presentations by two other agencies.

Garvey Named VP in Marketing at L&N

NEW YORK, March 27—Edward J. Garvey, formerly an account executive with J. M. Mathes Inc., will join Lennen & Newell as a vp in marketing. Mr. Garvey will work on the Cluett, Peabody account.

ABC Gets Don Lee Package; Other Late News

• **American Broadcasting Co.** has acquired the eight hours weekly of commercial programming that Don Lee Broadcasting System has been feeding to its 34 affiliated radio stations. ABC will air this programming through its 40 affiliates on the West Coast. Don Lee retains KHJ, Los Angeles, and KFRC, San Francisco, its wholly owned stations, which recently went to music format—considered not compatible with "talk" content of eight hours weekly being programmed for affiliates.

• **American Cyanamid Co.** will move its institutional advertising from Hazard Advertising Co. to Erwin Wasey, Ruthrauff & Ryan July 1. A week ago EWRR was awarded Cyanamid's industrial chemicals division, which will be moved from Hazard May 1 (AA, March 16). EWRR also has the company's Lederle laboratories and surgical products divisions, and fine chemical department.

• **National Biscuit Co.** has named Howard W. Wilson director of marketing. He succeeds D. Henderson Nevitt, who earlier was appointed administrative assistant to Nile E. Cave, vp for sales. Mr. Wilson joined Nabisco in 1934 and has been merchandising manager since 1950.

• **Countess Mara Inc.**, New York, maker of men's jewelry, toiletries and accessories, has moved its account from Fred Gardner Co. to Henry Bach Associates, New York.

• **American Silicone Co.**, Denver, has appointed Cunningham & Walsh, San Francisco, to handle advertising and product development for a new line of protective coatings, polishes and water repellents.

• **Wayne Knitting Mills**, Ft. Wayne, Ind., maker of Bell Sharmeer hosiery, has hired MacFarland, Aveyard & Co., Chicago, to do a special market research project. Marjorie Wilten Advertising, Clayton, Mo., will continue as Wayne's regular agency.

• **J. Elroy McCaw**, head of WINS, New York, is said to be dickering to acquire at least half of Mutual Broadcasting System from its new owners (*see story on Page 8*). From the station's point of view, the idea is appealing because of the tax loss advantages; to the network, WINS could offer a New York outlet.

• **Frank M. Leonard** has joined Dancer-Fitzgerald-Sample, New York, as public relations director. He was previously director of public relations of Campbell-Ewald Co., New York, for five years, and before that was with D'Arcy Advertising Co.

• **New spot campaigns**—Joe Lowe Corp., New York (Erwin Wasey, Ruthrauff & Ryan), will start a spot tv campaign in May for Popsicle, using 5 to 10 minutes per week in 50 to 60 markets for 3 to 4 weeks. Chemway Corp., Mountain View, N.J. (Doherty, Clifford, Steers & Shenfield), will launch a radio drive for its Centaur medicated acne stick April 6, running 10 to 30 live minutes per week in 25 to 30 markets.

• **Broadcast Advertisers Reports**, New York, at press time denied that it had received a raft of station subscription cancelations as a result of its 25-market analysis of "questionable station practices" (AA, March 9). The monitoring service said it has had a couple of 90-day cancelation notices from telecasters who were miffed by the summation on triple spotting and other irregularities. Several stations at the NAB convention in Chicago complained that the BAR 25-market study had exaggerated tv's shortcomings by duplicate counting of irregularities and by lumping acceptable practices with unsavory ones.

• **Precision Metal Molding** will publish a new western edition with its May issue, included as part of the standard publication in 12 western states. Some 5,000 engineers, designers and buyers will get the supplemented edition. The magazine is published by Industrial Publishing Corp., Cleveland. National advertisers get bonus distribution, and advertisers who appear only in western editions get a lower rate. Scholer Bangs is *PMM's* West Coast editor; advertising sales will be handled by Lloyd Brookmyer, who recently joined the publication.

• **C. Wendel Muench**, who merged his agency with Henri, Hurst & McDonald Jan. 1, 1958, will leave to join Erwin Wasey, Ruthrauff & Ryan April 1. At least eight accounts, which Henri, Hurst said billed $63,000 last year, will follow Mr. Muench to EWRR, AA learned.

• **Carl J. Dueser**, formerly an account executive at Proebsting, August & Harpham, Chicago, has joined Wade Advertising, Chicago, in the same capacity. Wade also announced that it has been named the agency for Zurich-American Insurance Co., Chicago, one of the accounts handled by Mr. Dueser at Proebsting.

• **Arthur J. Gillespie** has joined Fulton, Morrissey Co., Chicago, as copy supervisor. He formerly was a creative supervisor with Compton Advertising.

• **Gevaert Co. of America**, New York, distributor of photographic materials, has moved its advertising account from Hazard Advertising Co. to Gaynor & Ducas, New York.

Buy of 'Rudder' Launches Trio in Publishing Arena

Mann Leaves Tampax Ad VP Post, Joins Boisseau, Bleser in New Company

NEW YORK, March 26—Ellery W. Mann Jr. has resigned as vp in charge of advertising for Tampax Inc. to become a magazine publisher.

Associated with Mr. Mann in this new venture are John Boisseau, formerly with Dell Publishing Co. and ex-advertising manager of the *Poultry Tribune*, and Richard Bleser, formerly with *Sports Illustrated* and ex-advertising manager of *Hunting & Fishing*.

As their first move, they have bought *Rudder* from John B. Watkins Co., effective with the April issue.

■ They will make more publishing news before the year is out. On their drawing board are plans for two new magazines to be launched in the fall. One will be a general magazine which will not take advertising. The other will be a special interest book which will carry advertising.

Watkins, a printing company, acquired *Rudder* two years ago. Despite the great expansion in the boating field, *Rudder's* progress has been slow. Founded in 1890, the magazine's circulation now stands at only 26,000.

"*Rudder* exemplifies a problem in the publishing business that I have preached about for years," Mr. Mann told ADVERTISING AGE. "Due to lack of normal promotion, *Rudder's* circulation is below what it should be.

"Our present circulation could be tripled in a matter of months with little effort, and with advertisers paying the bill for numbers alone. We have made the decision to lift *Rudder's* circulation to 50,000 within two years with every attempt to reach the same quality reader that *Rudder's* advertisers now enjoy."

■ As one of their first steps, Messrs. Mann, Boisseau and Bleser have brought back Boris Lauer-Leonardi as editor of the magazine. Mr. Lauer-Leonardi, who is well known in boating circles, was editor of *Rudder* for 17 years and left during the Watkins administration.

John Thomson will remain as ad director of the magazine.

Mr. Mann made the point that this is "a young man's operation—all three of us are just under 40."

■ Mr. Mann is the son of the founder of Tampax. His father died in 1956. He has worked at Tampax for the past 12 years. He was formerly with McCann-Erickson for a year and a half and he served in the Marine Corps for four years during the war. He is a member of the magazine committee of the Assn. of National Advertisers.

Mr. Mann will be replaced at Tampax by Alan Bolte, formerly with Lippincott & Margulies and ex-ad director of *This Week Magazine*. Mr. Bolte was advertising manager of Tampax for the first 11 years of the company's life, 1936-1947. He is a cousin of Brown Bolte, president of Sullivan, Stauffer, Colwell & Bayles. #

Ross/Reisman Gets 2 Accounts

Ace Leather Goods, Los Angeles, and Nance Chevrolet, Bellflower, Cal., have named Ross/Reisman/Naidich, Los Angeles, to handle their advertising. The agency has moved its offices to 7777 Sunset Blvd.

UP

...IN JANUARY, 1959, **LIVING** ROLLED UP AN ADVERTISING PAGE GAIN OF **39.7%** COMPARED TO JANUARY, 1958!

UP

... FEBRUARY... **LIVING** STILL GOING UP. A GAIN OF **2.9%** IN ADVERTISING PAGES OVER FEBRUARY, 1958!

UP

...MARCH, 1959, **LIVING** ROLLS UP A WALLOPING INCREASE OF **27.3%** IN ADVERTISING PAGES ...THE ONLY MAGAZINE IN THE HOME FIELD TO SHOW A GAIN IN MARCH

Advertisers in search of sales invest in LIVING... where the steady climb reveals that younger families are spending more dollars during the TIME OF PURCHASE.

The Time Of Purchase Magazine

LIVING FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION

Source: Publisher's estimate

575 Madison Avenue · New York 22, N.Y.

Standen, Bolas 1st VPs in History of Tatham-Laird

(Continued from Page 3)

ties in client service. He will recruit, train and assign client contact personnel, and he will define procedures for the account executives and supervisors.

An ambitious goal of a 15% increase in billings yearly is the major reason for the promotions, Mr. Laird told ADVERTISING AGE. He predicted that the agency

Charles Standen

George Bolas

would bill $26,000,000 this year as compared with $18,000,000 for 1958. The increased billings will come from new business and expanded budgets of current clients, he said.

(This increase would amount to 44%, exceeding considerably the 15%-a-year goal.)

The agency's record in the past nine months tends to support his prediction. While losing no accounts, T-L has added National Homes Corp., Clark Oil & Refining Corp., Serta Associates, Paxton & Gallagher Co. (Butter-Nut coffee), E. J. Brach & Sons and the Formfit Co. since last June.

■ "When we founded the agency," Mr. Laird said, "we decided that titles would be functional with the position. We resolved not to name any vps until a man became part of top management."

He went on to say that he felt the agency business "had become encrusted with a lot of titles, most of which are meaningless."

The promotions of Messrs. Bolas and Standen will give Mr. Laird more time for planning and allow Mr. Tatham more time to work with the creative departments, Mr. Laird said. As an example, Mr. Laird, who is chairman of the strategy planning staff, pointed out that Mr. Bolas will take charge of the plans board meetings if and when Mr. Laird is out of town.

■ "The move definitely will strengthen our management setup," Mr. Laird said. "With our anticipated growth, it will be necessary for us to do more planning on what our needs will be for the increased business."

Messrs. Tatham and Laird have been relieved of many of the administrative duties at the agency by Art Simon, administrative director, who also is director of marketing research, Mr. Laird said.

Although Messrs. Tatham and Laird own a majority of the agency's stock, nearly 50% of the stock is now owned by 23 key members of the agency. All of the stock is voting stock.

■ Mr. Bolas joined T-L in 1948 and was named media director three years ago. He also served as account supervisor on T-L's General Mills business from 1948 to 1952. Prior to joining the agency, he was an account executive for Foote, Cone & Belding and Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample); assistant manager of advertising and sales promotion for the central division of National Broadcasting Co. and a salesman for Swift & Co.

Mr. Standen first joined T-L in 1947 as an account executive and worked there until 1953, when he joined Stockton, West, Burkhart, in Cincinnati. He rejoined T-L in 1955. Prior to 1947, Mr. Standen was advertising manager of the Ladish Co., Milwaukee, and worked for Radio Corp. of America as a merchandising specialist. #

Brand Names Week Drive Promotions Shape Up

Brand Names Week, April 15-19, will be marked by more promotions than in previous years. At present, about 100,000 retail stores are tying in with promotions, using either Brand Names Foundation material or similar material provided by manufacturers. About 100 companies are supplying material.

In the media field, some 43 magazines will be publishing special brand name ads, and tv and radio spots are scheduled for some 1,500 stations. A special promotion is scheduled by 200 newspapers. The annual celebration is climaxed by Brand Names Day at the Waldorf Astoria, New York, with a dinner at which Sen. John L. McClellan (D., Ark.) will be the principal speaker. Arthur Langlie, president of McCall Corp., will be the luncheon speaker.

Clarke Brown Co. Moves

Clarke Brown Co., Dallas, tv and radio rep, has moved to the Southland Center Bldg.

DENOUEMENT—*This poster, sans the black line of copy, constituted the outdoor phase of Folger's teaser drive. The black line was added to unravel the mystery.*

Folger Enters Chicago Market in Teaser Drive

(Continued from Page 2)

ger's advertising department, told AA that the company now has 100% distribution in the Chicago area. He said the company is in all major chains and many independent stores.

Food stores have big stocks of Folger's coffee, he said, in preparation for a huge couponing campaign which will start April 15. A total of 1,700,000 coupons, good for one free 1 lb. can for every 1 lb. can bought, will be mailed in this market. About 1,200,000 of the coupons will be mailed to Cook County residents alone, Mr. Atha said.

■ Grocers will be paid as high as 13¢ a coupon for handling the offer, he said. They will be paid 21¢ for each coupon redeemed, 7¢ for each free can of coffee handled, and 2¢ for each coupon for each successive week (total of two) they mention the deal in their ads.

Folger currently has 50 salesmen working in this market, and will bring in 50 more men in two weeks to do merchandising chores, Mr. Atha said. The company has opened a local office at 6611 W. North Ave., which is headed by R. A. Brown.

Starting March 31, Folger will run page ads in the *Chicago Tribune* and the *Chicago Daily News* explaining, for the first time, the teaser line about Capt. Folger and the "mountain." Page ads also will run in 17 other dailies, plus 11 foreign language daily and weekly newspapers in Illinois and Indiana.

■ The company will begin extensive outdoor showings in the Chicago metropolitan area April 1. Folger currently is using 344 boards in the city proper, and is expected to invest $75,000 in outdoor alone in the next three months.

Competitors and other advertisers reportedly are complaining because they have been unable to buy radio spots, particularly during prime time hours. Folger is using 20 radio stations in this area and running one-minute and 20-second spots.

On the television front, Folger has been using the four Chicago tv stations since March 16 and will continue with these stations. Starting March 30, Folger will also use three more tv stations in South Bend and Elkhart, Ind. The spots are the same length as those on radio.

Another interesting aspect is the deal Folger is offering grocers—a free case of 2 lb. cans for every ten cases of 2 lb. cans that they buy. This is believed to be the first time the company has made such an offer.

■ In addition to advertising, Folger is conducting a strong public relations campaign in town. Dorothea Mehlstedt, described as the company's "Betty Crocker," is working in this area with women's clubs and food page editors to promote the coffee.

Six ancient cars have been driven around town carrying signs asking residents to "help Capt. Folger move the mountain to Chicago." Media have been deluged with telephone calls the past two weeks with inquiries about Capt. Folger and the "mountain."

Competing coffee companies have been very quiet on the advertising front here. Most or all of them reportedly will wait until the initial Folger assault has petered out. "When that time comes, we will just give our coffee away," one competitor jested in dead seriousness.

■ AA learned that Folger has set out to become the largest selling coffee in Chicago in three years. "We came here to stay, and we have no intention of letting up on our advertising," Mr. Atha told AA.

Cunningham & Walsh, New York, is Folger's agency. #

UP

...n ...ril, a 13.9% gain... another spectacular increase for the hottest book in the home field.

TESTING

Nescreme, a new product to the family of Nestles, was first tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD · EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

1

ONE·SIX·TWO

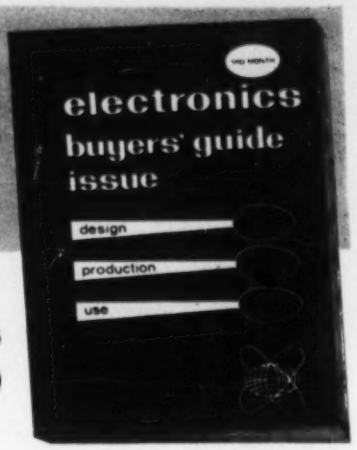
That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the Julius Mathews Special Agency, Inc.

Time is running out...Act now to advertise in the 1959 electronics BUYERS' GUIDE and Reference Issue



Quotes from readers demonstrate year 'round buying action. (These quotes were given in January, 1959—7 months after publication of the 1958 issue!)

PRESIDENT

"I use it as a purchasing bible. I've bought relays from Potter & Brumfield, and rheostats, resistors, and tap switches from Ohmite Mfg. Co., Skokie, Ill. I've also bought from Allen-Bradley, Milwaukee, manufacturers of switch contactors and relays."
— Electronic Components, Hi-Temp. Furnaces Mfr.

SUPERVISOR, RESEARCH

"We use this the way we use a telephone directory. We bought a shock testing machine from Jan Hardware in Long Island City. We pick out what we need and send it to our purchasing department. There are so many other things we have bought just lately, I can't remember them specifically."
— Signal Equip. & Model Train Mfr.

TEST ENGINEER

"I have a copy on my desk all the time, and use it a great deal. When I want to buy something, I look in the Buyers' Guide. On one particular high-priced piece of test equipment, a spectrum analyzer, I sent letters to various manufacturers, and from among them, I decided which to buy. We found what we were looking for okay and expect to purchase it in the near future."
— Military Electronics Systems Mfr.

CHIEF ENGINEER

"I used it consistently. I go down the list and have my secretary write for what I want." — Broadcasting Co.

SYSTEMS TEST SUPERVISOR

"I take mine to work and leave it there. We use it to look up manufacturers of parts. The latest was to find some data on transistors we needed. We found the manufacturer and bought some. Everyone down here uses my copy." — Computers Mfr.

CHIEF ENGINEER

"I feel the ads that are included as a part of the Buyers' Guide are often more useful than the classified index. When an advertiser is listed in the index and also has his own ad in the book, it is particularly helpful. In this way, you can first look for the manufacturer who handles the items you are interested in, and then check his ad to see what he has that is new or different, or what specific information on his products he reports in the ad. You get a clearer picture of the manufacturer this way. Since I work primarily with electronic components, I use the Guide to look up manufacturers of electronic components. I would also say the tables, charts, and graphs used in the Guide have proved most effective for me. I have found them very useful in working with properties of insulating materials, different magnets and wire products. I quite often check the graphs in the Guide when I'm involved in work with these materials."
— Electronic Control Instrument Mfr.

SENIOR ENGINEER

"I put the Buyers' Guide in my bookcase when it comes. I supervise a group of six development engineers who work in different phases of new product development. They are the ones who use the Buyers' Guide to find new sources for raw materials used in their work." — Industrial Controls Mfr.

Check this partial list of features for the 1959 issue: (Expanded to meet the needs of an expanding industry!)

- ✓ 4,000 manufacturers listed (advertisers in bold-face type)
- ✓ Lists all manufacturers' sales or representatives' offices — addresses and phone numbers
- ✓ Only directory with valuable Reference Section — 100 additional editorial pages in 1959
- ✓ **The preferred, accepted directory of the electronics industry with 637 advertisers in 1958-59.**

CLOSING DATE—May 1st for complete plates. Send in your space reservation now!

Write For New 8-Page Brochure

In every industry there's always ONE accepted Product and Data Buying Book . . . in electronics it's the

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A McGRAW-HILL PUBLICATION—330 WEST 42nd STREET—NEW YORK 36, N. Y.

KRON is TV in SF

San Franciscans are sold on KRON-TV

New Program!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD